

Search Engine Optimization:

Understanding the Engines & Building Successful Sites

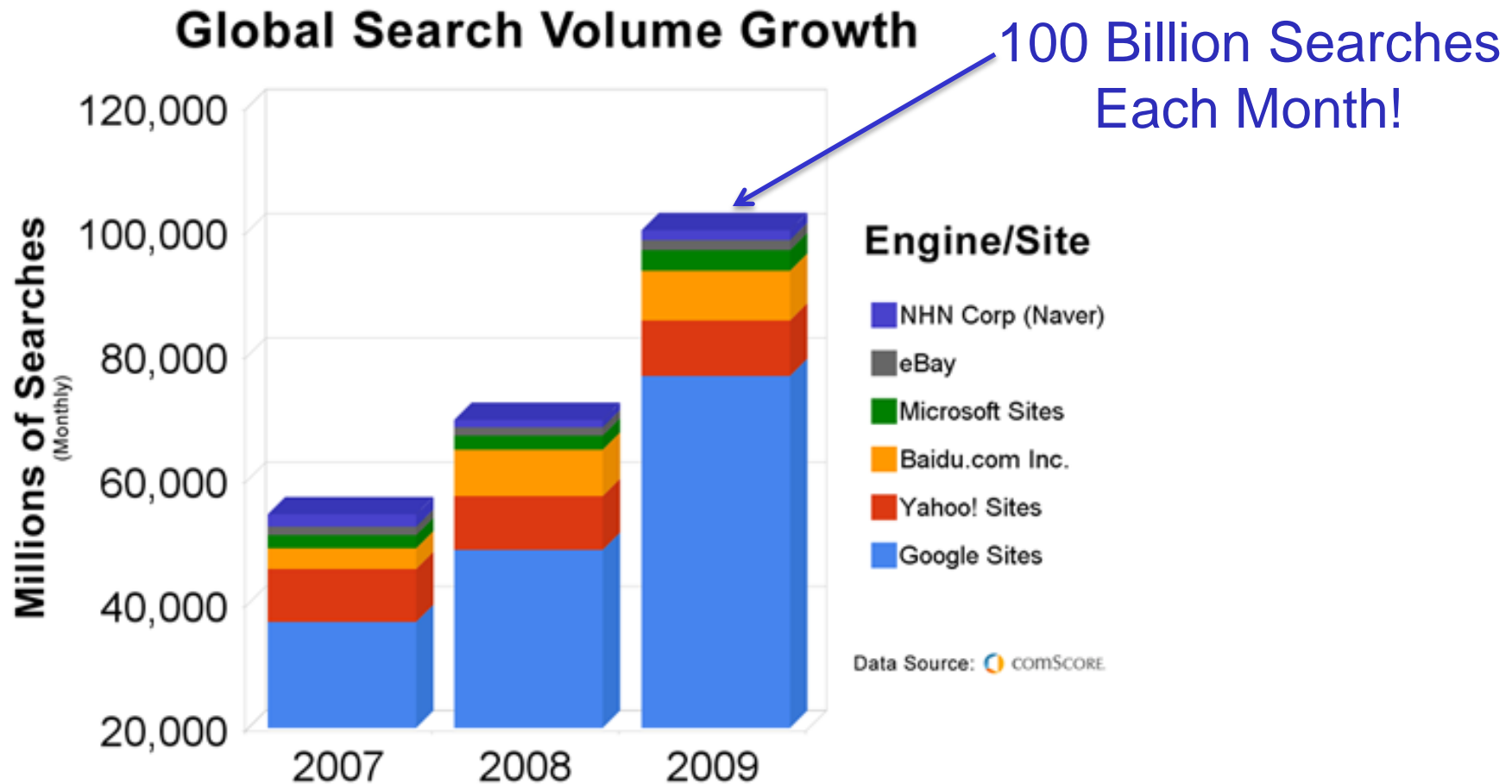


About me

- Chief Marketing Officer, SEOmoz
- Formerly Rhapsody, DocuSign, Speakeasy, BestBuy.com, Microsoft
- UW MBA
- WTIA Marketing Committee Advisor
- **Email:** jsteven@uw.edu
- **Twitter:** [@jamies](https://twitter.com/jamies)

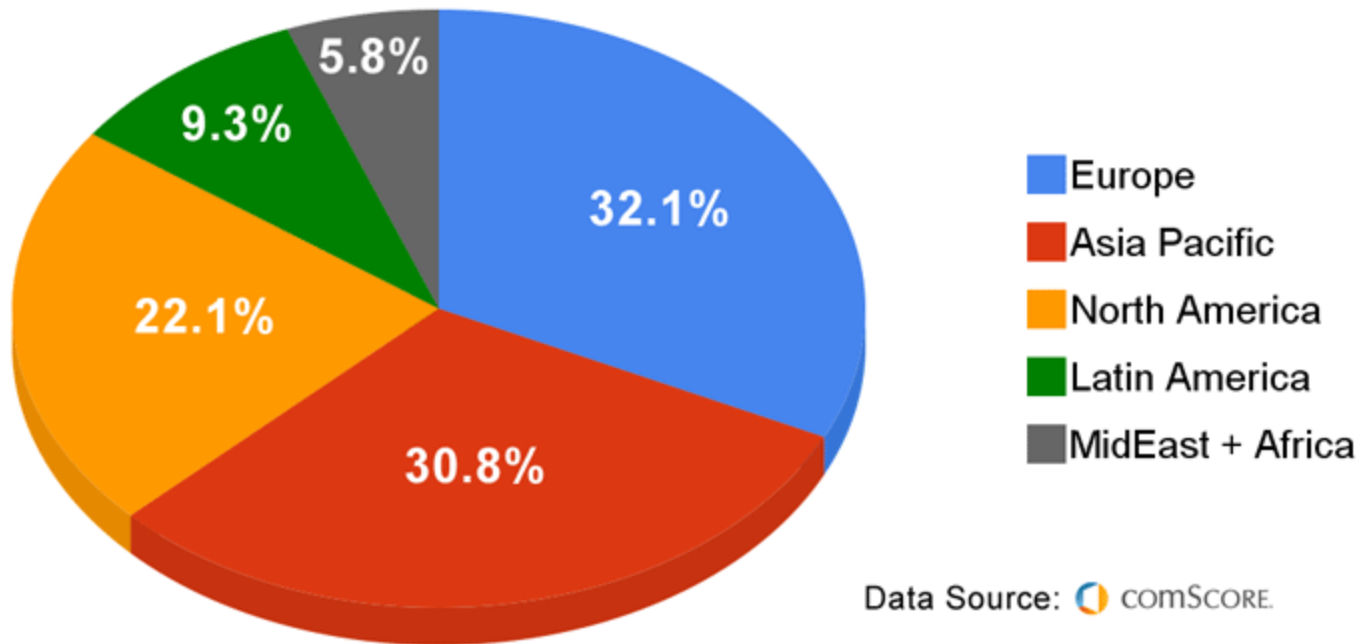


The Search Marketing Landscape



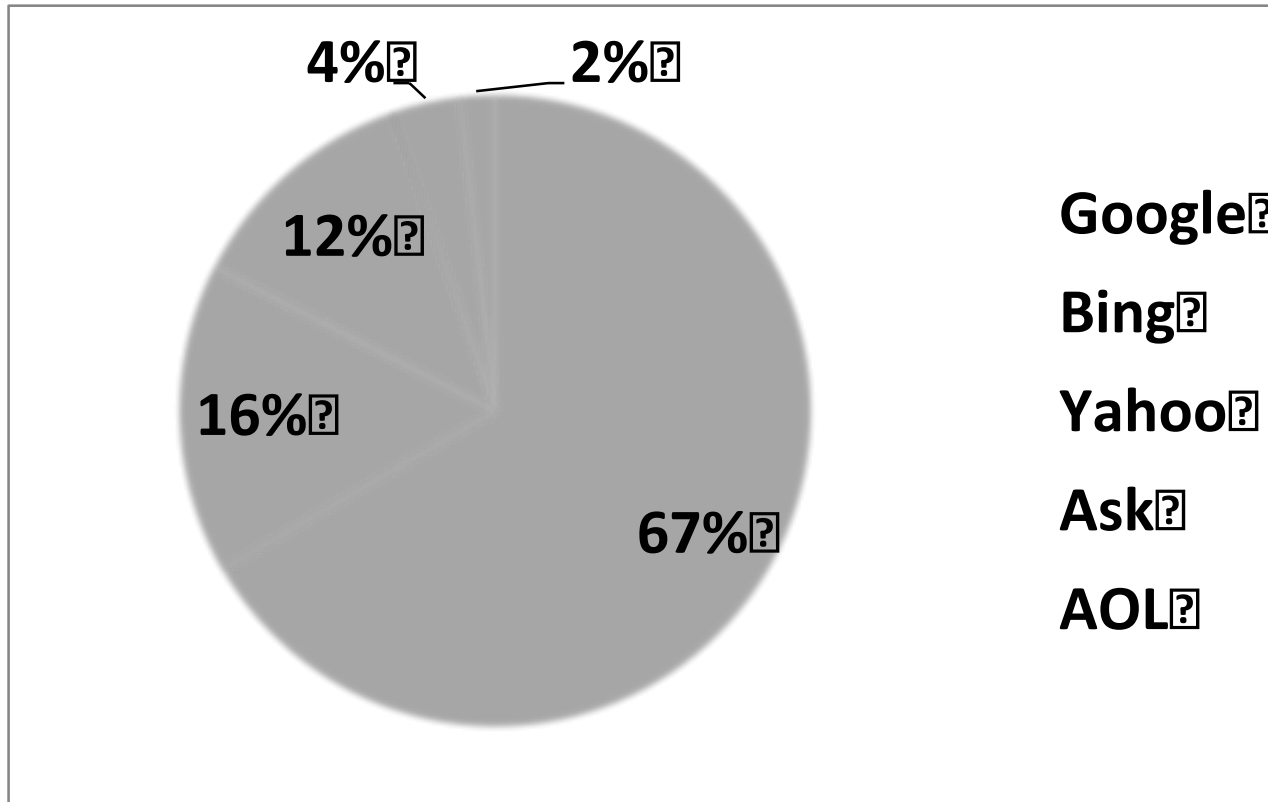


Global Share of Searches





Advanced Interactive Marketing



As of Sept-12



Organic vs. Paid Search

Paid

Google search results for "seattle real estate". The search bar shows "seattle real estate" and the "Search" button. The results show "Results 1 - 10 of about 21,400,000 for seattle real estate. (0.18 seconds)".

Web [Show options...](#)

Sponsored Links

Seattle Real Estate - Find **Seattle Real Estate** Listings and Home Search for Western WA
www.TheMLSONline.com

Seattle MLS Search View photos and search for homes throughout the **Seattle** area!
www.RealEstate-Seattle.com

Seattle Real Estate & Homes For Sale | Seattle, Washington
Seattle Washington's complete website for **Real Estate**, homes for sale and virtual tours. Search for **Seattle** Washington **Real Estate** on **Seattle** Power Search.
[Property Search](#) - [Queen Anne](#) - [West Seattle](#) - [Eastside](#)
www.seattlepowersearch.com/ - [Cached](#) - [Similar](#) - [Comments](#) [Share](#) [Close](#)

TheMLSONline.com - Seattle Real Estate, Top Seattle Real Estate ...
Search for the best **Seattle real estate** deals and get your best value with TheMLSONline's seasoned veteran **Seattle real estate** agents.
[King County](#) - [Pierce Real Estate](#) - [Snohomish Homes](#)
sea.themlsonline.com/ - [Cached](#) - [Similar](#) - [Comments](#) [Share](#) [Close](#)

Seattle Real Estate Guide - Seattle Homes For Sale
Seattle real estate - Complete online guide to Buying or Selling Property in **Seattle** area.
www.seattleshomes.com/ - [Cached](#) - [Similar](#) - [Comments](#) [Share](#) [Close](#)

Sponsored Links

Luxury Waterfront Home
Magnolia Neighborhood **Seattle** WA dock, guest house, sport court
www.waterfronton39th.com
Washington

Homes For Sale Seattle
See All Homes For Sale **Seattle**
Free Hot List of **Seattle** Homes
www.LovelySeattleHomes.com
Seattle-Tacoma, WA

Seattle Homes for Sale
Complete MLS Listings 15,800+ Homes
Large Photos, Virtual Tours & Maps!
KingCountyHomeViewer.com
Seattle-Tacoma, WA

Find Real Estate Agent
Read Client Testimonials

Organic



Organic vs. Paid Search

Google search results for "seattle real estate".

Search bar: seattle real estate

Search button: Search

Advanced Search link: [Advanced Search](#)

Results: 1 - 10 of about 21,400,000 for seattle real estate. (0.18 seconds)

Web [Show options...](#)

10% of Clicks (points to Sponsored Links)

Sponsored Links

- [Seattle Real Estate - www.TheMLSonline.com](#) Find **Seattle Real Estate** Listings and Home Search for Western WA
- [Seattle MLS Search www.RealEstate-Seattle.com](#) View photos and search for homes throughout the **Seattle** area!

90% of Clicks (points to Organic Results)

Organic Results

- [Seattle Real Estate & Homes For Sale | Seattle, Washington](#)
Seattle Washington's complete website for **Real Estate**, homes for sale and virtual tours. Search for **Seattle** Washington **Real Estate** on **Seattle** Power Search.
[Property Search](#) - [Queen Anne](#) - [West Seattle](#) - [Eastside](#)
[www.seattlepowersearch.com/](#) - [Cached](#) - [Similar](#) - [Comments](#) [Share](#) [Close](#)
- [TheMLSonline.com - Seattle Real Estate, Top Seattle Real Estate ...](#)
For the best **Seattle real estate** deals and get your best value with TheMLSonline's **Seattle** real estate agents.
[Seattle](#) - [Pierce Real Estate](#) - [Snohomish Homes](#)
[sea.themlsonline.com/](#) - [Cached](#) - [Similar](#) - [Comments](#) [Share](#) [Close](#)
- [Seattle Real Estate Guide - Seattle Homes For Sale](#)
Seattle real estate - Complete online guide to Buying or Selling Property in **Seattle** area.
[www.seattleshomes.com/](#) - [Cached](#) - [Similar](#) - [Comments](#) [Share](#) [Close](#)

Sponsored Links

- [Luxury Waterfront Home](#)
Magnolia Neighborhood **Seattle** WA dock, guest house, sport court
[www.waterfronton39th.com](#) Washington
- [Homes For Sale Seattle](#)
See All Homes For Sale **Seattle** Free Hot List of **Seattle** Homes
[www.LovelySeattleHomes.com](#) Seattle-Tacoma, WA
- [Seattle Homes for Sale](#)
Complete MLS Listings 15,800+ Homes Large Photos, Virtual Tours & Maps!
[KingCountyHomeViewer.com](#) Seattle-Tacoma, WA
- [Find Real Estate Agent](#)
Read Client Testimonials



Click-Through Rates



Web [Show options...](#)

Results 1 - 10

Result Position	Average Percentage of Clicks	Fraction of Top Ranking Result
#1	42.1%	N/A
#2	11.9%	3.5X Less
#3	8.5%	4.9X Less
#4	6.1%	6.9X Less
#5	4.9%	8.5X Less
#6	4.1%	10.4X Less
#7	3.4%	12.3X Less
#8	3.0%	14.0X Less
#9	2.8%	14.8X Less
#10	3.0%	14.1X Less
#11-20	10.1%	N/A
#21-1,000	1.2%	N/A



Vertical Search

Google mount everest Search Advanced Search Preferences

Web Books Images Video Maps Results 1 - 10 of about 3,550,000 for mount everest [definition] (0.18 seconds)

Image results for mount everest

31% of Search Engine Users Click Images in Blended Search Results

Mount Everest - Wikipedia, the free encyclopedia
Mount Everest, also called Chomolungma or Qomolangma (Tibetan: ཇོ་མོ་གླང་མ) or Sagarmatha (Nepali: सगरमाथा) is the highest mountain on ...
en.wikipedia.org/wiki/Mount_Everest - 140k - Cached - Similar pages

Everest - Mount Everest by climbers news
Everest, MountEverest.net by climbers. The world's premier source for Everest and Himalaya Expeditions. Latest news on all expeditions.
www.mounteverest.net/ - 33k - Cached - Similar pages

Mt Everest History and facts
You will find important links to the Mt Everest region, high altitude awareness and mountaineering Nepal.
www.mt Everest.net/history.html - 13k - Cached - Similar pages

Mount Everest Nepal 29035: Mt Everest Facts and 2001 Himalayan ...
Information on Mt Everest from expeditions to trekking Nepal links to Himalayan mountain news and mountaineering Nepal this is the place for everything ...
www.mt Everest.net/ - 44k - Cached - Similar pages
More results from www.mt Everest.net »

Mount Everest Anniversary Maps Photos National Geographic
Get information about the 50th anniversary of Hillary & Norgay's first ascent of Mount Everest. maps, pictures, wallpapers, kids games, news, more.
www.nationalgeographic.com/everest/ - 20k - Cached - Similar pages

mount everest
www.peakware.com/encyclopedia/peaks/everest.htm - Similar pages

Mount Everest 360 degree panorama view from Top - Climb Mt Everest ...
virtual reality 360 degree panorama from the top of Mount Everest.
www.panoramas.60fullscreen2full22.html - 19k - Cached - Similar pages

NOVA Online | Lost on Everest
Welcome to the companion Web site to several recent NOVA programs on Mt. Everest, including "Lost on Everest" and "Everest: The Death Zone," originally ...
www.pbs.org/wgbh/nova/everest/ - 15k - Cached - Similar pages

Everest News, Where Everest Climbers Come for News, Everest News
02/28 Johan Frankelius Mount Everest summit photo show ... 02/11 From the past: Chinese making significant advances on Mt Everest in 2003 and 2004 ...
www.everestnews.com/ - 202k - Cached - Similar pages

Flight To Mount Everest
Mount Everest...I took this sight-seeing flight out of ...
2 min 2 sec - ★★★★★
www.youtube.com/watch?v=bghqFA8xs7w

36% of Search Engine Users Click News in Blended Search Results

17% of Search Engine Users Click Videos in Blended Search Results

Sponsored Links

Mount Everest
New! View mountain terrain on Google Maps. Try it today
maps.google.com

Mount Everest
Take part in unique overseas event And move a child's life forward!
www.whizz-kidz.org.uk/ilegal

MasterCard Priceless
MasterCard is Giving Away Amazing Experiences. Learn More.
www.priceless.com/search

Travel to Everest
Trek with expert, seasoned guides to Base Camp, Gokyo & Thyangboche.
www.snowlion.com

Mount Everest Photos
Trekking Mount Everest Pictures
Sikkim Snow Tours Trekking Photos
travel.sulekha.com



Local Results

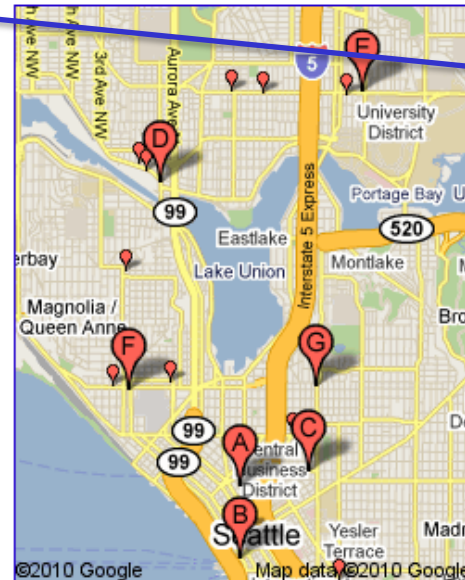
Completely different ranking algorithm than standard search results



Web [Show options...](#)

Results 1 - 10 of about 1,730,000 for

Local business results for **thai restaurants** near **Seattle, WA**



- A** [Thai Ginger Restaurant](#)
www.thainger.com - (206) 749-9100 - [40 reviews](#)
- B** [Mae Phim Thai Restaurant](#)
www.mae phim.com - (206) 624-2979 - [179 reviews](#)
- C** [Ayutthaya Thai Restaurant](#)
maps.google.com - (206) 324-8833 - [18 reviews](#)
- D** [Jai Thai Restaurant](#)
www.jaithai.com - (206) 632-7060 - [56 reviews](#)
- E** [Thai Tom](#)
maps.google.com - (206) 548-9548 - [143 reviews](#)
- F** [Racha Noodles & Thai Cuisine - Queenanne](#)
www.rachaqueenanne.com - (206) 281-8883 - [52 reviews](#)
- G** [Rom Mai Thai Restaurant](#)
www.rommaithai.com - (206) 726-9058 - [18 reviews](#)
- [More results near Seattle, WA »](#)

Probably doesn't get traffic like most "#1" results

[Thai Restaurants in Seattle, WA on Yahoo! Local](#)

Thai Restaurants in Seattle, WA on Yahoo! Local Get Ratings & Reviews on Thai Restaurants with Photos, Maps, Driving Directions and more.

local.yahoo.com › [City Guide](#) › [Food & Dining](#) › [Restaurants](#) - [Cached](#) - [Similar](#) - [Chat](#) - [Print](#) - [Close](#)



Image Results



Web [+ Show options...](#)

Results 1 - 10 of about 1,07

[Image results for edward hopper](#) - [Report images](#)



[Edward Hopper](#) - [Wikipedia, the free encyclopedia](#)

Edward Hopper (July 22, 1882 – May 15, 1967) was a prominent American realist painter and printmaker. While most popularly known for his oil paintings, ...

[Biography](#) - [Hopper's art](#) - [See also](#) - [Bibliography](#)

en.wikipedia.org/wiki/Edward_Hopper - [Cached](#) - [Similar](#) - [Comment](#) [Up](#) [Close](#)

[Edward Hopper](#)

Includes a short biography of **Edward Hopper** plus a collection of 32 images.

www.artchive.com/artchive/H/hopper.html - [Cached](#) - [Similar](#) - [Comment](#) [Up](#) [Close](#)



Image Results

SEARCH ENGINE ROUNDTABLE

Google Bing Yahoo SEO Other Search Topics More...

Home > Other Search Topics > Search Spam > Payback: Upset Ex-Girlfriend Spams Boyfriend In Google Images

Payback: Upset Ex-Girlfriend Spams Boyfriend In Google Images

Google

jack weppler

About 1,460 results (0.11 seconds)

Everything

Images

Videos

News

Shopping

More

Any size

Large

Medium

Icon

Larger than...

Exactly...

Any type

Face

Photo

Clip art

Line drawing

Any color

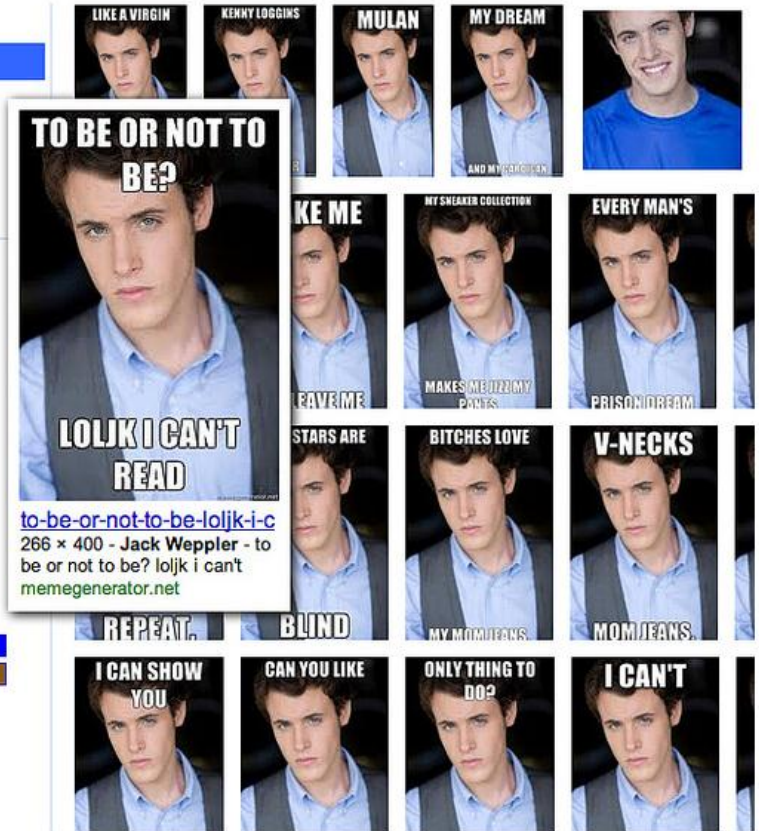
Full color

Black and white



Standard view

Show sizes





Video Results






Web [+ Show options...](#)

Results 1 - 10 of about 22,8

[FOX Broadcasting Company: The Simpsons](#)

Offers news, contests, character profiles, episode guides, and details on upcoming episodes.

[Characters](#) - [Episode Guide](#) - [FOX Broadcasting Company](#)

www.thesimpsons.com/ - [Cached](#) - [Similar](#) -   

[Welcome to The Simpsons.com](#)

The Simpsons · [Episode Guide](#) · [Characters](#) · **Simpsons** Store · [Message Board](#) Sundays at 8PM/7C. "All About Lisa" 1918 - SI-1913. Original Airdate: 05/18/08 ...

www.thesimpsons.com/episode_guide/ - [Cached](#) - [Similar](#) -   

[+ Show more results from www.thesimpsons.com](#)

[Video results for the simpsons](#)

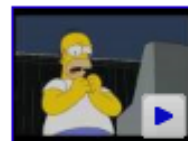


[The Simpsons - NEW Main](#)

[Title](#)

2 min 2 sec - Feb 13, 2009

www.youtube.com



[Homer Simpson tries to vote for Obama](#)


1 min 21 sec - Sep 29, 2008


www.youtube.com



News & Blog Results

[Web](#) [Images](#) [Videos](#) [Shopping](#) [News](#) [Maps](#) [More](#) | [MSN](#) | [Hotmail](#)



search engine usage

ALL RESULTS

[News about Search Engine Usage](#)

RELATED SEARCHES

[Search Engine Statistics](#)

[Search Engine Usage Bing](#)

[Search Engine Usage 2009](#)

[Search Engine History](#)

[Search Engine Information](#)

[Email Usage](#)

[Online Usage](#)

[Search Engine Statistics 2008](#)

SEARCH HISTORY

ALL RESULTS

1-10 of 15,800,000 results · [Advanced](#)




[News about search engine usage](#)

[Search Engine Usage Soared in 2009](#)
More than 131 billion searches were made by people age 15 or older in December 2009, marking a 46... · [Industry Standard](#) 5 hours ago

[China Has Smallest Query Growth Among Top Search Markets](#) · [PC World](#) 1 day ago

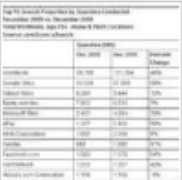
[What's For Dinner? Bing Mixes Recipes Into Search Results](#) · [Searchengineland.com](#) 2 days ago

[See today's top stories](#) · [Create news alert](#)

Share this story   

[Search Engine Usage for May 2008](#)
[Search engine usage](#) for Google, Yahoo, MSN, and AOL for 2008
[www.ahfx.net/weblog/135](#) · [Cached page](#)

[Search Engine Usage Statistics](#)
List of sites featuring [search engine usage](#) statistics. ... [Search Engine: Ad Outsource Partner:](#)
Natural [Search Provider:](#) Google: Google: Google
[seo.zunch.com/search_engine_usage_statistics.htm](#) · [Cached page](#)





	December 2009		December 2008		Change
	Age 15+	Age 15-	Age 15+	Age 15-	
Google	45,188	11,184	44,188	11,184	24%
Yahoo	41,188	11,184	41,188	11,184	24%
MSN	41,188	11,184	41,188	11,184	24%
AOL	41,188	11,184	41,188	11,184	24%
Search Engine	41,188	11,184	41,188	11,184	24%
Other	41,188	11,184	41,188	11,184	24%
Total	168,752	44,752	168,752	44,752	24%

[PC World](#)



Shopping Results



NOKIA N97

Shopping

Images of Nokia N97

News about Nokia N97

Nokia N97 Unlocked

Nokia N97 Manual

Nokia N97 Accessories

Nokia N97 Ringtones

Nokia N97 Battery

Reference Articles on Nokia N97


RELATED SEARCHES
Nokia N100
Nokia N98

ALL RESULTS1-20 of 164,000,000 results · [Advanced](#)

[Nokia N97 Mobile Phones](#) · [Store.Nokia.com/N97](#)

Sponsored sites


Connect Quickly with the Touch and Qwerty Keyboard. Buy the **N97** Today!

[Htc touch phone](#) · [www.eBay.com](#)  Bing cashback


Buy Htc touch phone. You may get 8% off with PayPal if eligible.

[Nokia Cell Phone - AT&T](#) · [att.com](#)


Shop our great selection of **Nokia** Phones from AT&T. Official Site.

[Nokia N97](#) · [www.TigerDirect.com](#)  Bing cashback

\$589- Exclusive After Holiday Deal Save Even More- 8.3% Cashback






[Nokia N97 Smartphone \(Unlocked\)](#)


Price · from \$448 · 31 stores ·  Bing cashback

Overall rating · 3 out of 5


Make connecting more personal with the touchscreen and full keyboard Nokia N97. Personalise your home screen, message with the QWERTY, load up the massive 32 GB memory and get games and widgets online... [More...](#)

Can't decide? Ask your friends for recommendations   

Instant Answers



minnesota vikings



MINNESOTA VIKINGS

[News about Minnesota Vikings](#)

[Minnesota Vikings Schedule](#)

[Minnesota Vikings Tickets](#)

[Minnesota Vikings Cheerleaders](#)

[Minnesota Vikings Roster](#)


[Minnesota Vikings Rumors](#)

ALL RESULTS

1-20 of 8,430,000 results

[Vikings Tickets](#) · www.StubHub.com
Buy **Vikings** Tickets at StubHub- 50 Yard Line? Endzone? You Choose!

[Minnesota Vikings](#) NFL National Football Conference North Division






Record	Home	Away	Div. Rank
12-4	8-0	4-4	1

Jan 17 · [Vikings beat Cowboys](#) · 34-3
Jan 24 · [Vikings at Saints](#) · 6:40 PM ET

[Schedule](#) · [Standings](#) · [FOX Sports on MSN](#) · [Statistics provided by STATS, Inc.](#) © 2010

Invite your friends to see a Minnesota Vikings game





Instant Answers

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of at

Showtimes for **Seattle, WA**



[The Book of Eli](#) - 1hr 58min - Rated R - Action/Adventure/Drama - [Trailer](#) - [Reviews](#): ★★★★★☆

[It's Complicated](#) - 1hr 54min - Rated R - Comedy/Romance - [Trailer](#) - [Reviews](#): ★★★★★☆

[Legion](#) - 1hr 40min - Rated R - Drama - [Trailer](#) - [Reviews](#): ☆☆☆☆☆

[More movies »](#)



Instant Answers



what is the answer to life the universe and everythii

Search

[Google SafeSearch is ON](#)

Web  [Show options...](#)

Results 1 - 10 of about 1,510,000 for what is the answer



the answer to life the universe and everything = 42




[More about calculator.](#)

News Results

[Supreme Court of the United States - Wikipedia, the free encyclopedia](#)

The **Supreme Court** of the United States is the highest judicial body in the United States, and leads the federal judiciary. It consists of the Chief Justice ...

[History](#) - [Composition](#) - [Current membership](#) - [Quarters](#)

en.wikipedia.org/wiki/Supreme_Court_of_the_United_States - [Cached](#) - [Similar](#) -   

News results for **supreme court**



[Washington Post](#)

[A bold conservative step from Supreme Court](#) - 5 hours ago

By David G. Savage Reporting from Washington - Five years ago, when John G. Roberts Jr. became the **Supreme Court's** chief justice, he described the job as ...

[Los Angeles Times](#) - [2512 related articles »](#)

[Founding Fathers Smiling After Supreme Court Campaign Finance Ruling](#) -

[FOXNews](#) - [1832 related articles »](#)

[Thousands march in DC demonstration against abortion](#) -

[Washington Post](#) - [430 related articles »](#)

Real Time Results

Latest results for **supreme court** - [Pause](#)

Lawrence Lessig on the **Supreme Court's** Citizens United decision. It's time for reform! Pls RT.

[Change Congress | Lawrence Lessig on the Supreme Court's ...](#) - [change-congress.org](#)

[michaelcanfield](#) - [twitter.com](#) - 1 minute ago

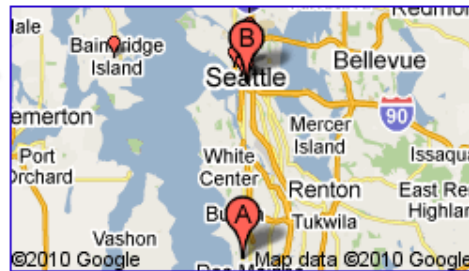
[Disappeared News: Supreme Court delivers our democracy over to the ...](#)


[Disappeared News](#) - 1 minute ago

del.icio.us Tags: **Supreme Court**, campaign spending ... What's hot at **Supreme Court** of Hawaii Blog (Unofficial): ...

Local Results

Local business results for **supreme court** near Seattle, WA - [Change location](#)



 [Bishop Law Offices PS](#) - [www.accidentsandinjuries.com](#)
19743 1st Avenue South, Normandy Park - (206) 439-0570
[Directions and more »](#)

 [King County Civil Rights](#) - [www.kingcounty.gov](#)
400 Yesler Way, Seattle - (206) 296-7592
[6 reviews, directions, and more »](#)

 [More results near Seattle, WA »](#)

Image Results

Image results for **supreme court** - [Report images](#)



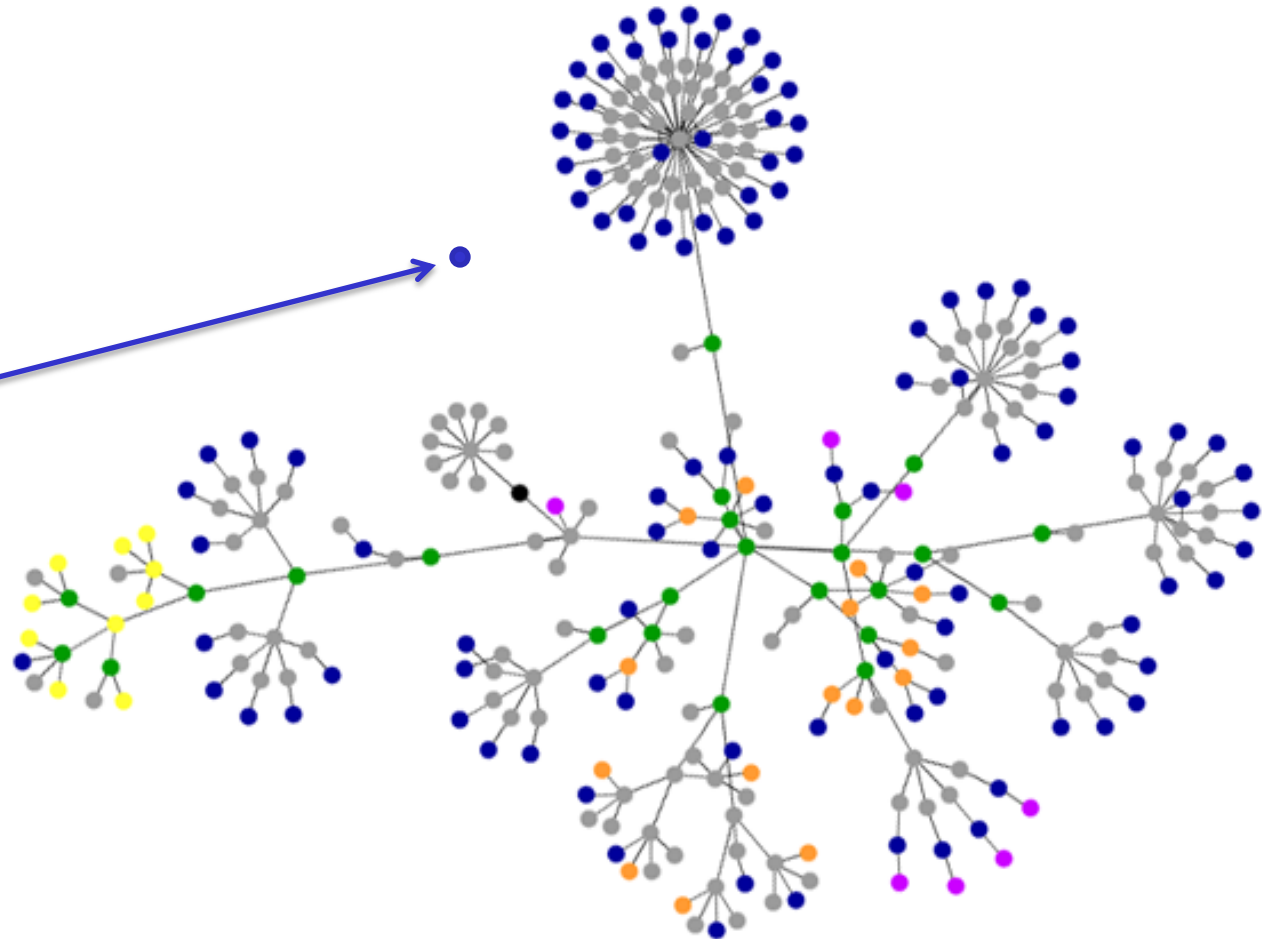


How Search Engines Work

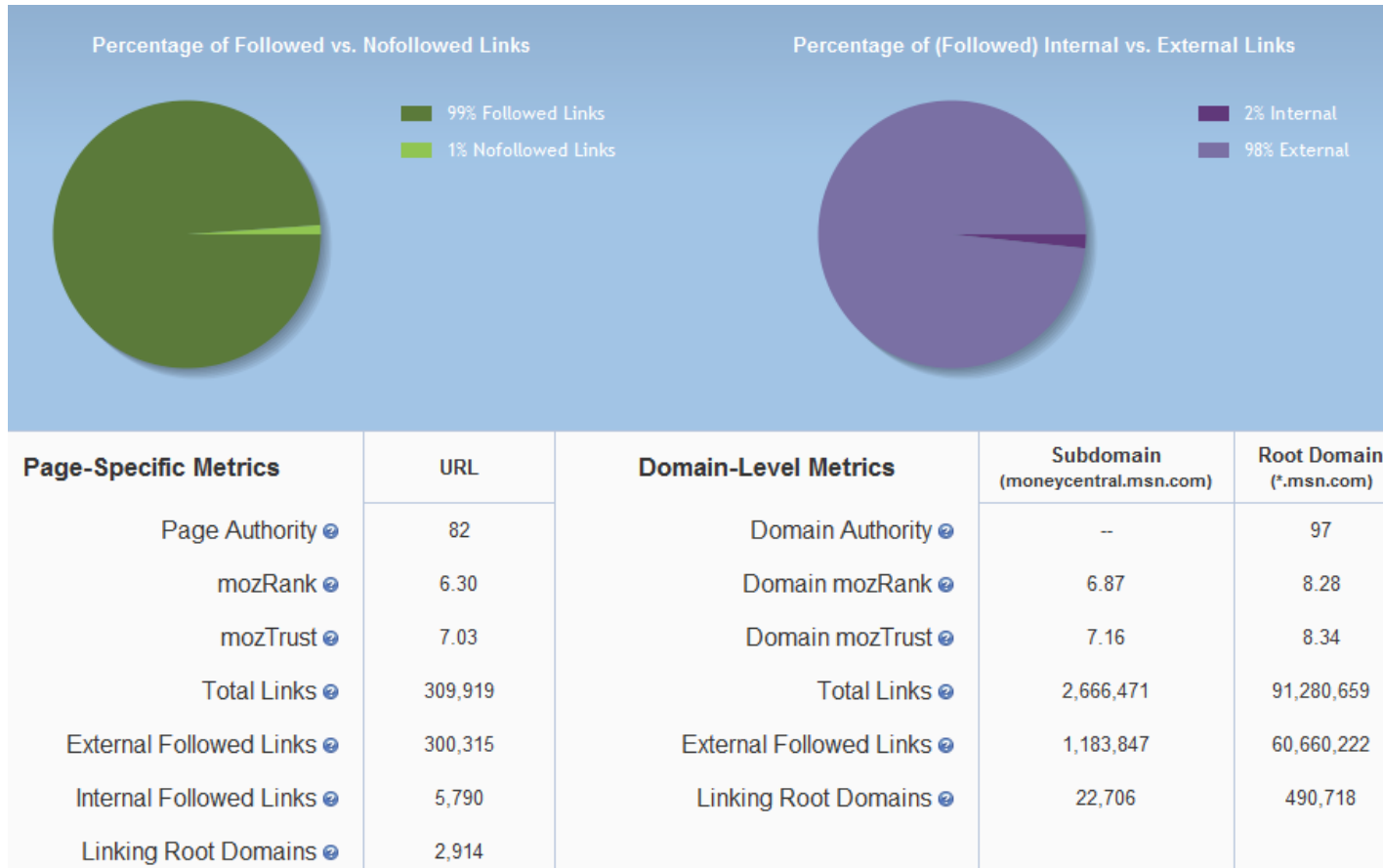


Crawling & Indexing

Without links, the engines might never find this page



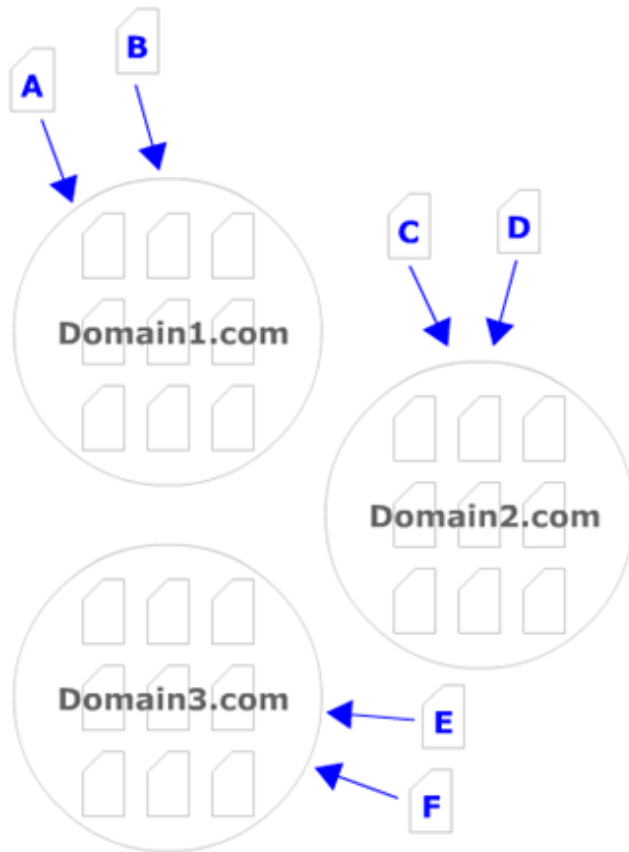
Calculating Query-Independent Metrics



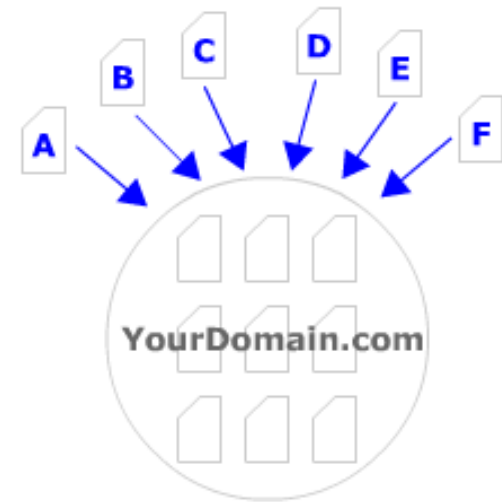
Via www.opensiteexplorer.org



Many Domains vs. One Domain



VS.





Domain Authority



Nasa.gov



Gamble-mortgage-win-viagra.info



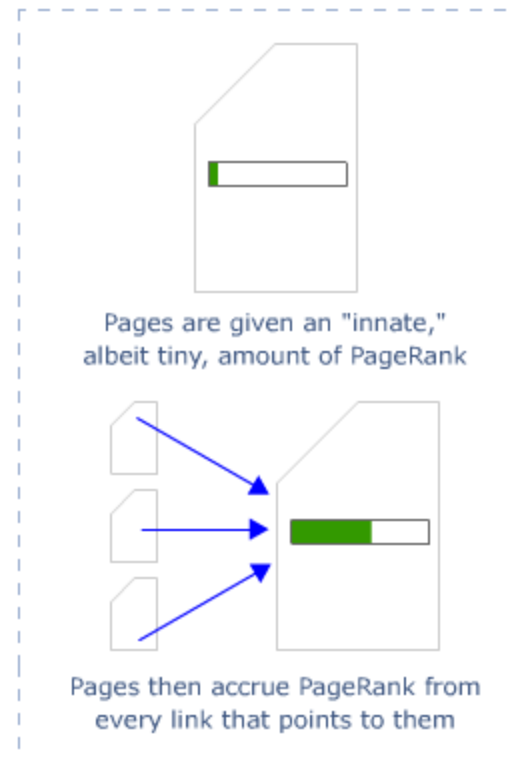
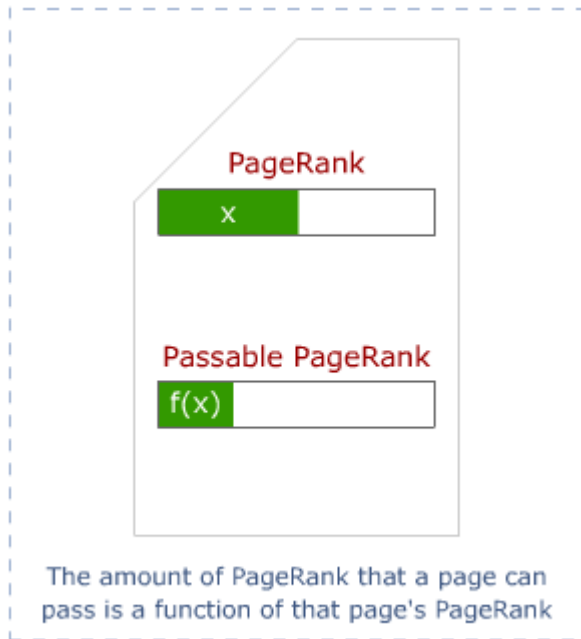


PageRank



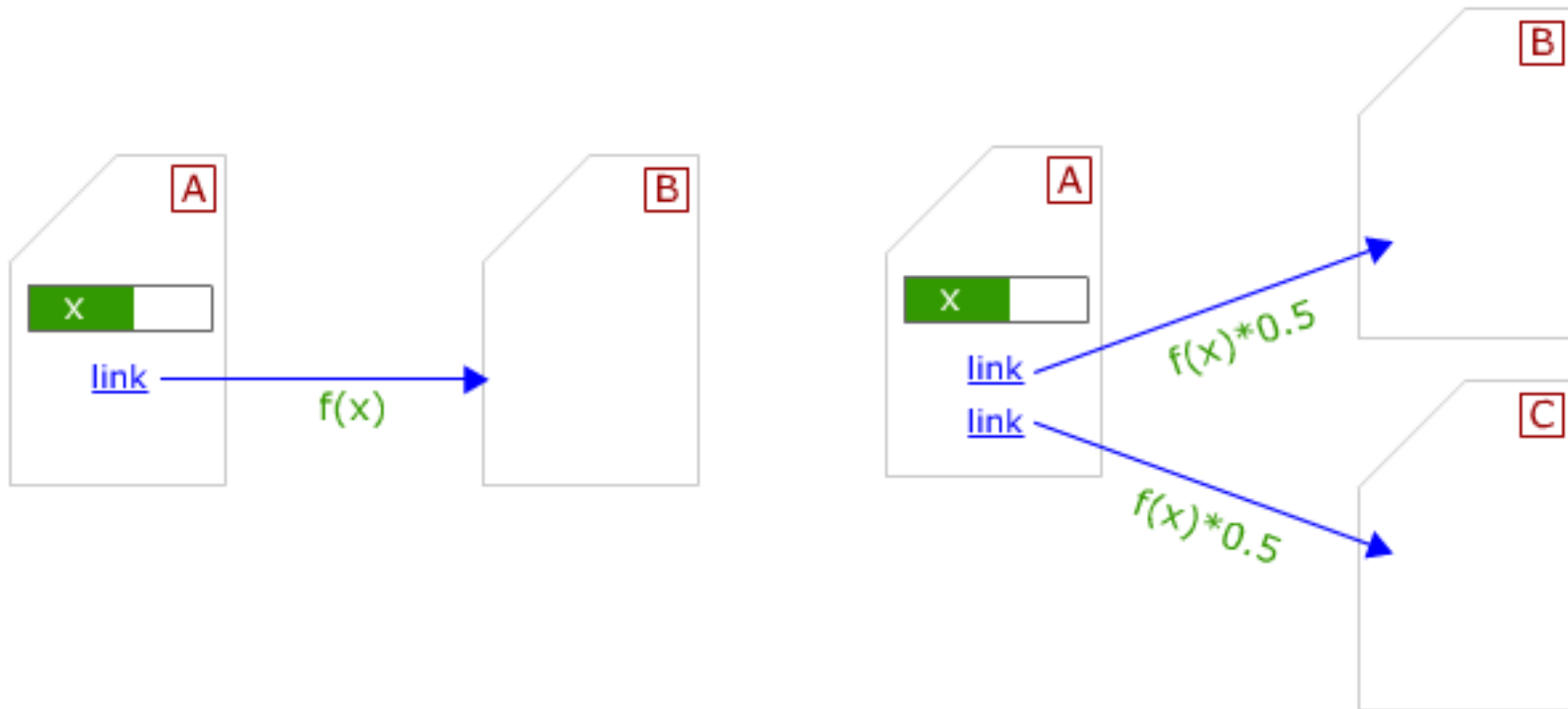


The Flow of PageRank

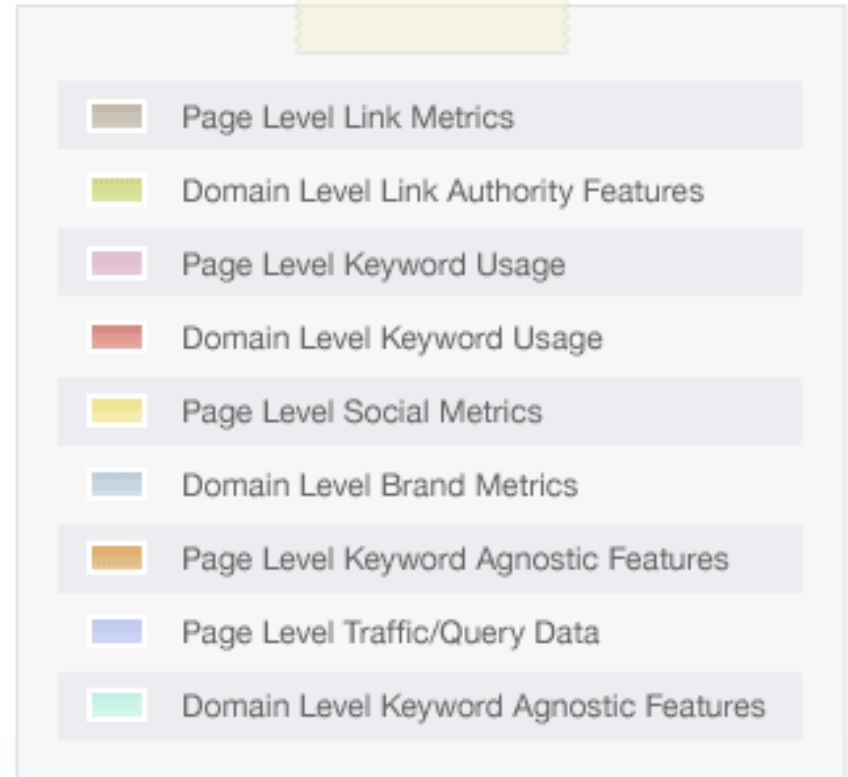
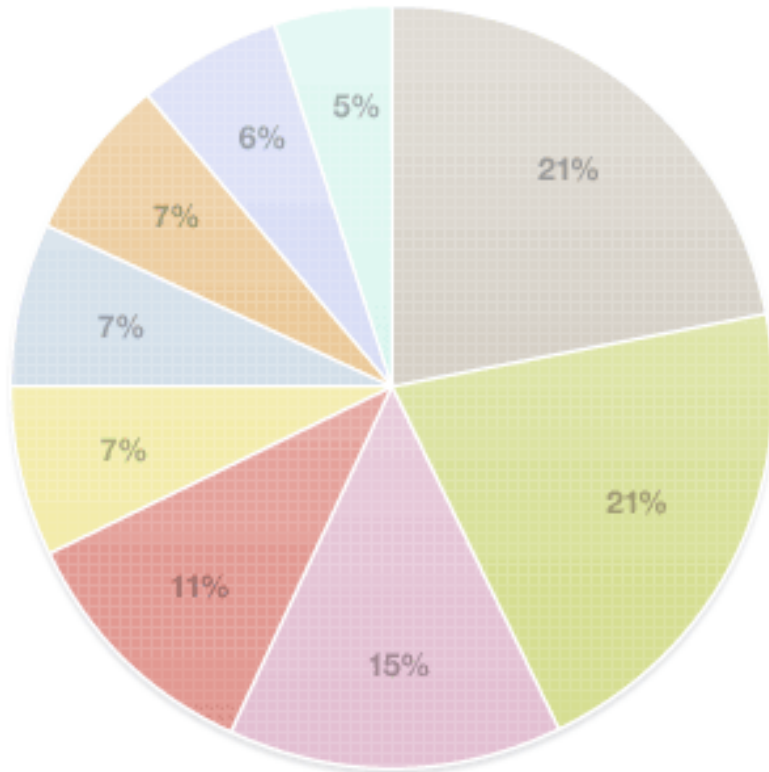




PageRank is Split Evenly Between the Links on a Page



Ranking Factors





Query Deserves Freshness (QDF)



QDF

Web [Show options...](#)

News results for **google apple**



[The War Between **Apple** and **Google** Has Just Begun](#) - 3 days ago

As **Google** and **Apple** enter new realms, the two companies are competing in more arenas than we can count. In mobile hardware and software, **Apple** has the ...

[New York Times \(blog\)](#) - [873 related articles »](#)

[A Big-Picture Look at **Google**, Microsoft, **Apple** And Yahoo](#) -

[New York Times \(blog\)](#) - [199 related articles »](#)

[Eric Schmidt: **Apple** & **Google** Relationship 'Stable'](#) -

[Softpedia](#) - [5879 related articles »](#)

Normal Results

Google Software Downloads for the Mac

Google Pack requires Windows XP or Vista. Here is some **Google** software for your Mac. ...
Create 3D models and place your models in **Google** Earth. ...

[www.google.com/mac/](#) - [Cached](#) - [Similar](#)

QDF

Google Is Now **Apple's** Greatest Enemy: Here's Why

Jan 20, 2010 ... While Microsoft and **Apple** are still bitter rivals, several recent events have brought them closer together in order to fight their common ...

[mashable.com/2010/01/20/apple-microsoft-v-google/](#) - [Cached](#)



Query Deserves Diversity (QDD)

HMM... THIS QUERY COULD HAVE A LOT OF MEANINGS. MAYBE I'LL MIX UP THE USUAL ALGO TO PROVIDE SOME DIVERSITY.

Google

Web Finance News

gdp Search

[List of countries by GDP \(nominal\) - Wikipedia, the free encyclopedia](#)
This article includes a list of countries of the world sorted by their **gross domestic product** (GDP), the value of all final goods and services from a nation ...
[en.wikipedia.org/wiki/List_of_countries_by_GDP_\(nominal\)](http://en.wikipedia.org/wiki/List_of_countries_by_GDP_(nominal)) - 302k - [Cached](#) - [Similar pages](#)

[gross domestic product](#)
www.bea.gov/bea/dn/home/gdp.htm - [Similar pages](#)

[BEA: News Release: Gross Domestic Product](#)
Real **gross domestic product** -- the output of goods and services produced by labor and property located in the United States -- increased at an annual rate ...
www.bea.gov/newsreleases/national/gdp/gdpnewsrelease.htm - 25k - [Cached](#) - [Similar pages](#)

[Gordon Document Products - Your Premier Document Management ...](#)
Sales, service, supplies for Lanier, Muratec, Paperclip, Duplo; copiers, fax, electronic imaging, computer networks, duplicators, office supplies in Atlanta ...
www.gdp.com/ - 42k - [Cached](#) - [Similar pages](#)

[What is GDP and why is it so important?](#)
The **gross domestic product** (GDP) is one the primary indicators used to gauge the health of ... Measuring GDP is complicated (which is why we leave it to the ...
www.investopedia.com/ask/answers/199.asp - 31k - [Cached](#) - [Similar pages](#)

[Econbrowser: GDP still growing \(barely\)](#)
Apr 30, 2008 ... The Bureau of Economic Analysis reported today that U.S. real **GDP** grew at a 0.6% annual rate in the first quarter of 2008, the same tepid ...
www.econbrowser.com/archives/2008/04/gdp_still_growi.html - 20k - [Cached](#) - [Similar pages](#)

I NORMALLY WOULDN'T RANK YOU SO HIGH, BUT LOTS OF SEARCHERS WANT THIS KIND OF RESULT.

The SEO Pyramid

For optimal results, start with a strong base, and build your way up.

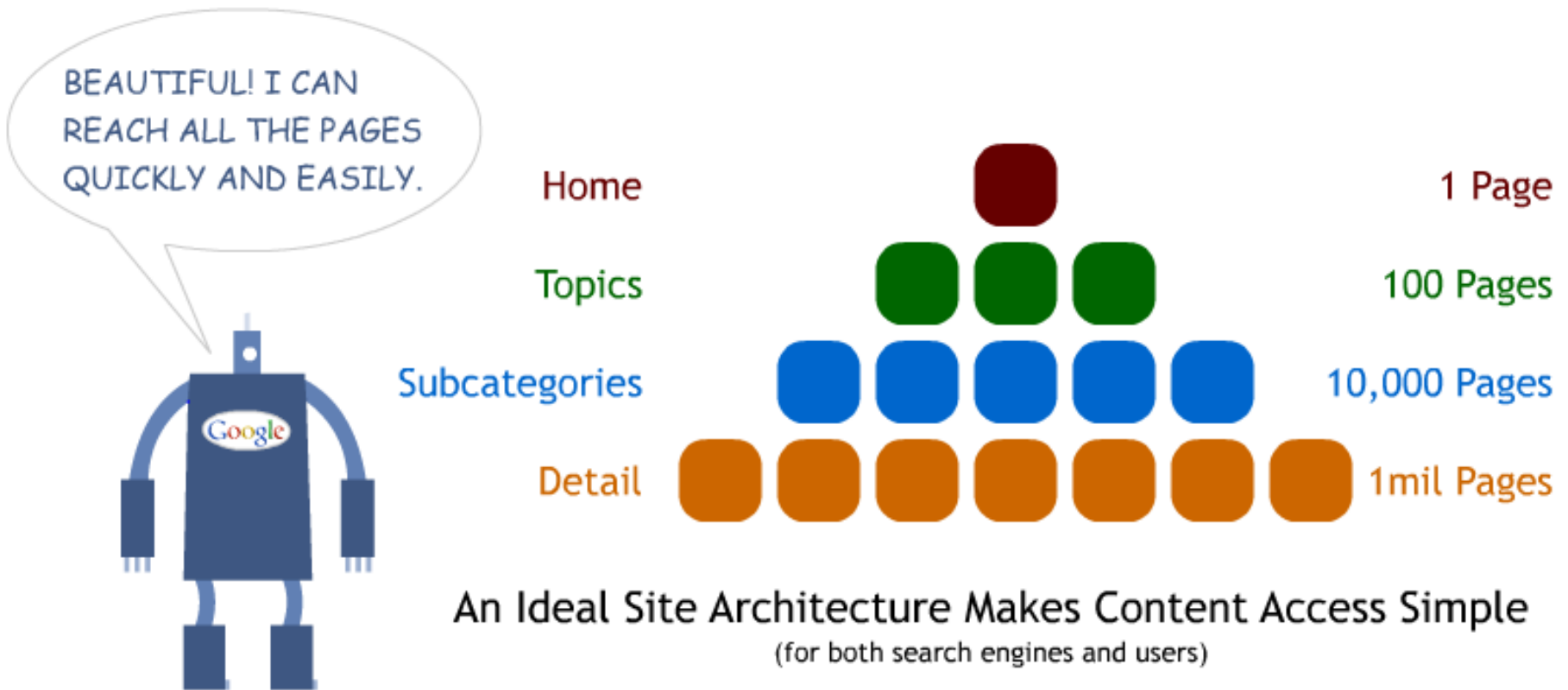




Site Accessibility



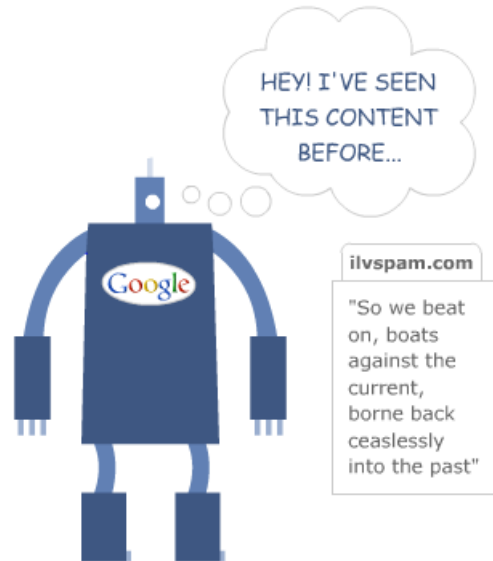
Crawlability / Link Architecture



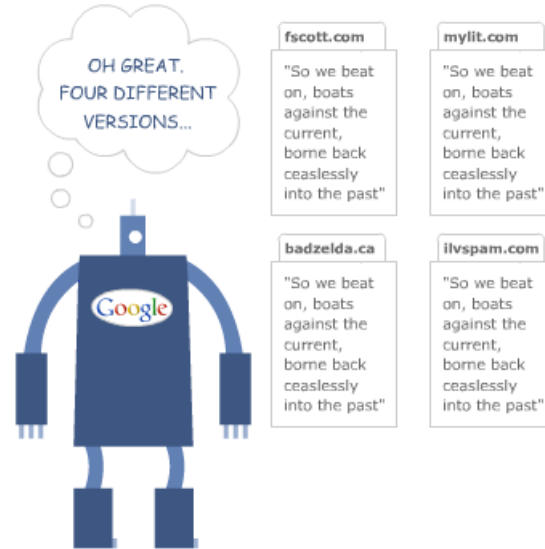
Duplicate Content & Canonicalization



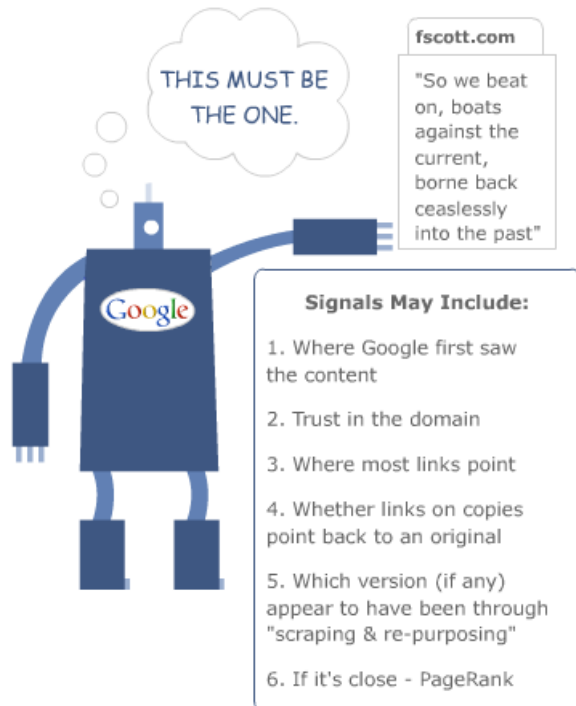
PHASE I: GOOGLE FINDS DUPE CONTENT



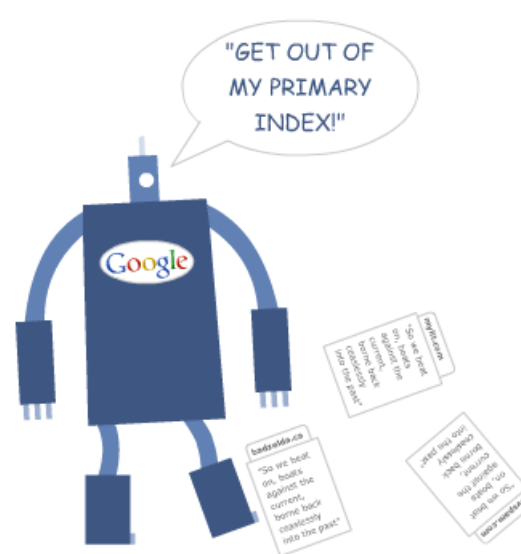
PHASE II: BIG G CHECKS COMPARABLE DOCS



PHASE III: GOOGLE DETERMINES AN ORIGINAL

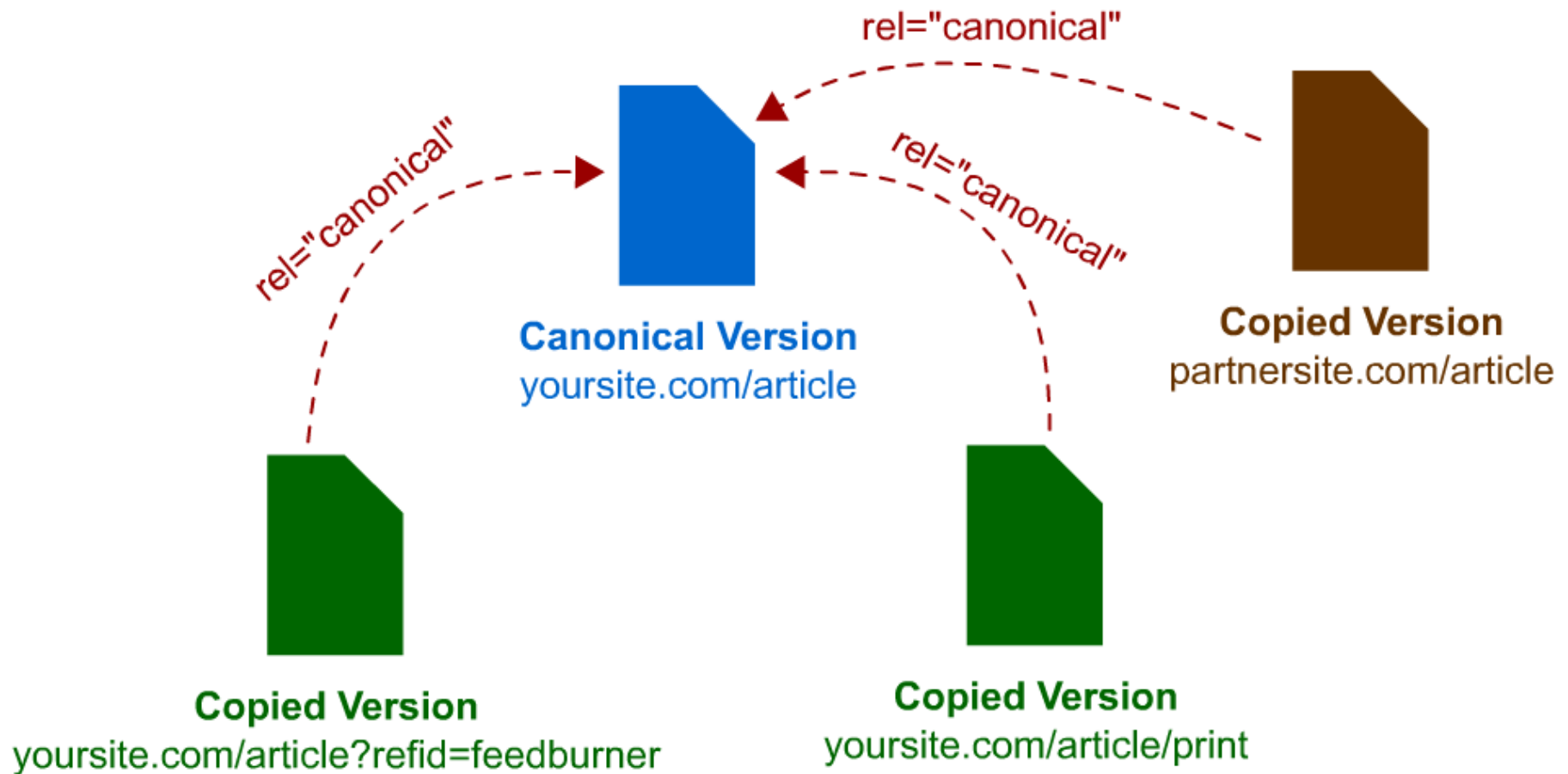


PHASE IV: DUPES GET TOSSED OUT

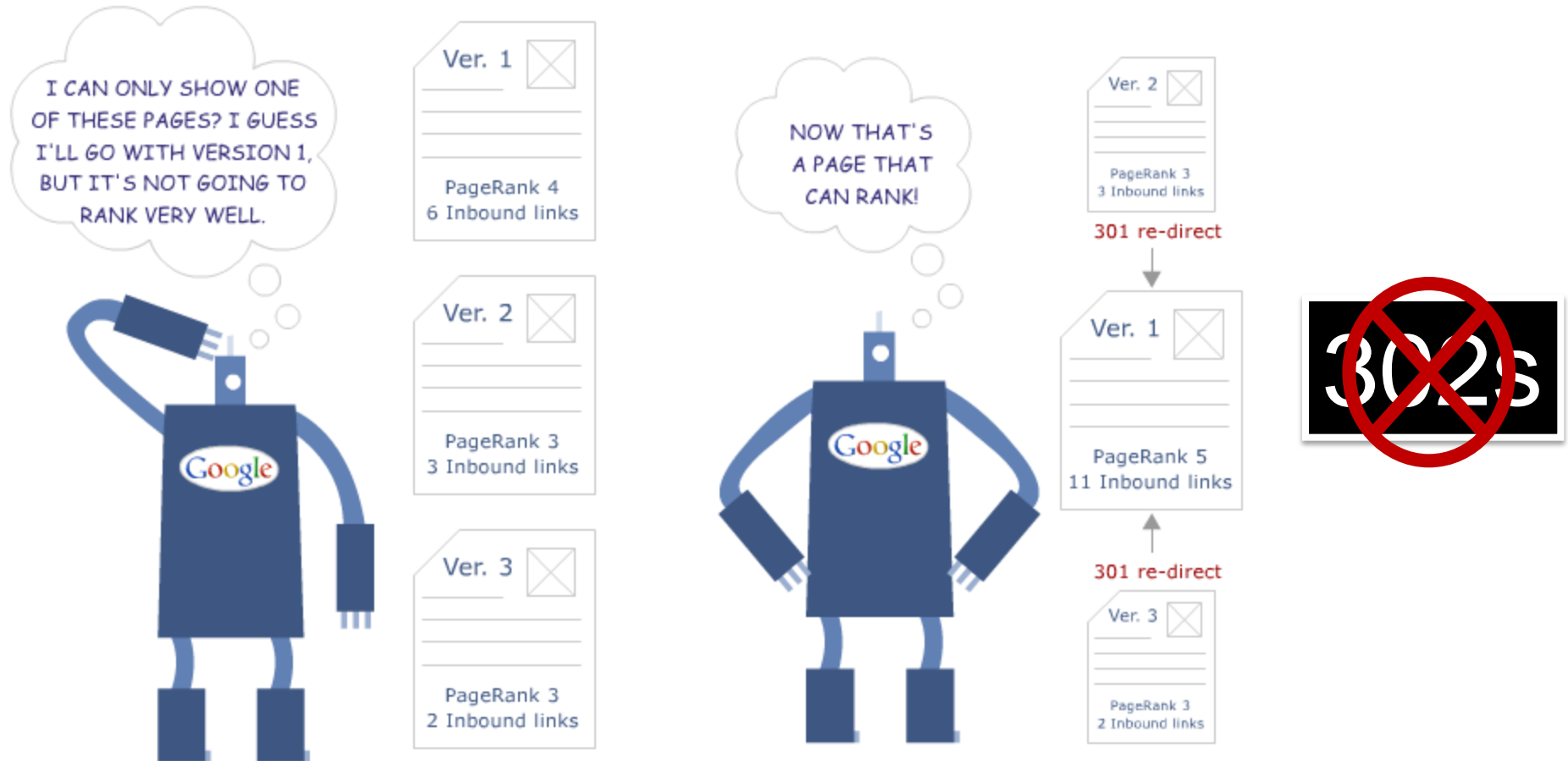




Canonical URL Tag




301 Redirects





Duplicate Titles & Meta Descriptions

Google webmaster tools

 www.seomoz.org ▼

« [Back to Home](#) |  1

[Dashboard](#)

[+ Site configuration](#)

[+ Your site on the web](#)

[- Diagnostics](#)

[Crawl errors](#)

[Crawl stats](#)

HTML suggestions

[+ Labs](#)

Help with:

[Good titles and](#)

HTML suggestions

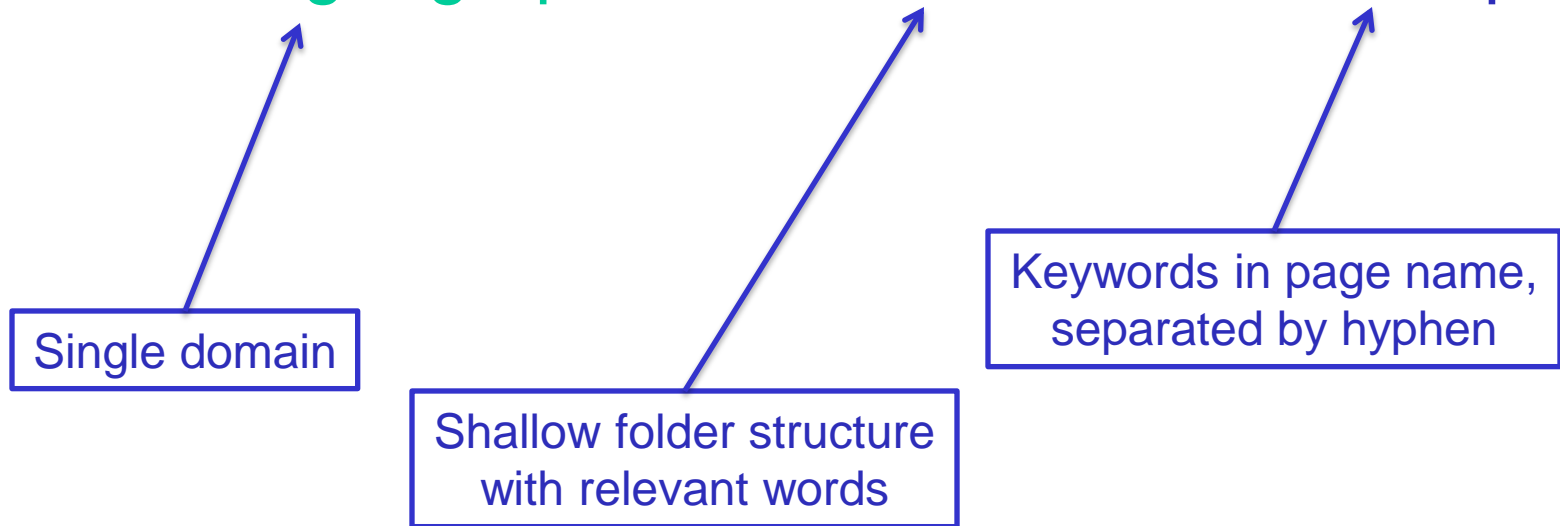
When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.

Meta description	Pages
Duplicate meta descriptions	87
Long meta descriptions	0
Short meta descriptions	40
Title tag	Pages
Missing title tags	6
Duplicate title tags	296



Search Friendly URLs

www.nationalgeographic.com/animals/african-elephants





Search UN-Friendly URLs

Xyz3.nationalgeographic.com/a/?q=31z&mg=vv7z&sd=8

Unnecessary
Subdomain

Dynamic URLs don't perform as well
as static and engines recommend
against more than two parameters

No keywords in the URL string

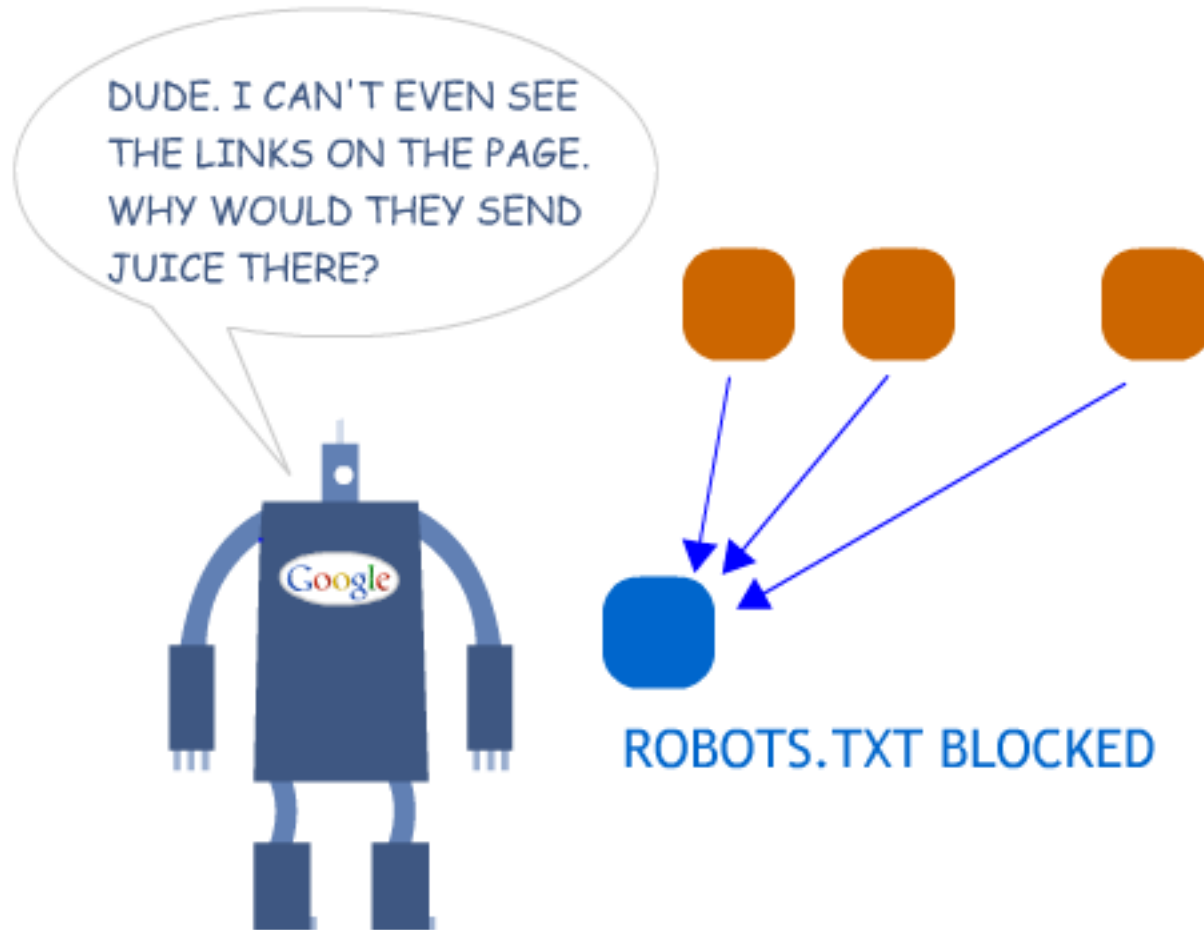


Fixing Broken Links & 404s



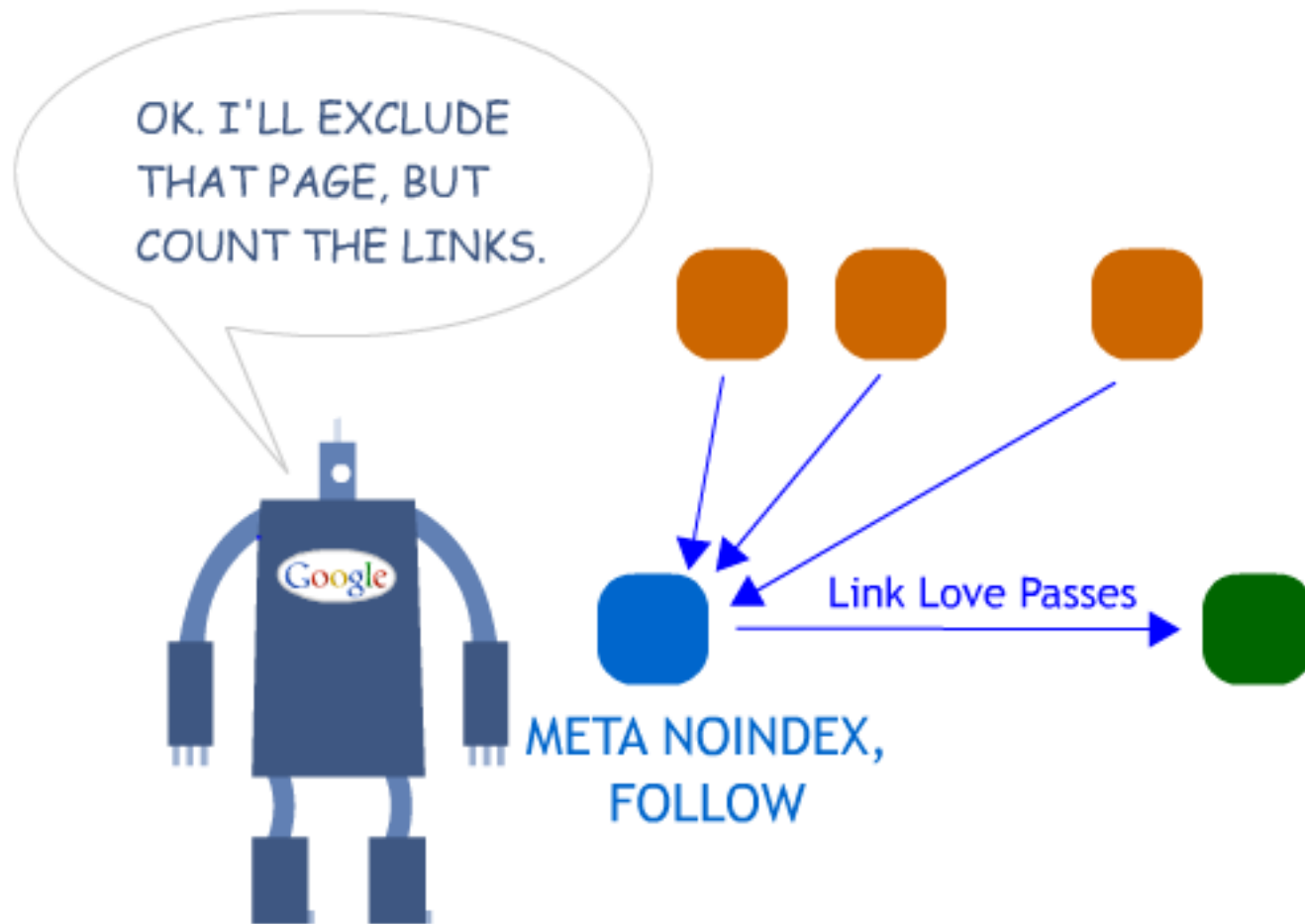


Blocking Robots





Blocking Robots





XML Sitemaps

Sample XML Sitemap Index


The following example shows a Sitemap index in XML format. The Sitemap index lists two Sitemaps:

```
<?xml version="1.0" encoding="UTF-8"?>
  <sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
    <sitemap>
      <loc>http://www.example.com/sitemap1.xml.gz</loc>
      <lastmod>2004-10-01T18:23:17+00:00</lastmod>
    </sitemap>
    <sitemap>
      <loc>http://www.example.com/sitemap2.xml.gz</loc>
      <lastmod>2005-01-01</lastmod>
    </sitemap>
  </sitemapindex>
```

www.sitemaps.org/protocol.php

Webmaster Tools (Google)

Google webmaster tools

 www.seomoz.org ▼

[« Back to Home](#) | [✕](#)

Dashboard

- [+ Site configuration](#)
- [+ Your site on the web](#)
- [+ Diagnostics](#)
- [+ Labs](#)

Help with:

- [Top search queries](#)
- [Crawl errors](#)
- [Site reconsideration](#)
- [Sitemaps](#)
- [Links to your site](#)

Dashboard

Pages from your site **are** included in Google's index.

Top search queries

#	Query	Position
1	yahoo	13
2	seo	9
3	yahoo answer	9
4	venere.com	8
5	probably	10
6	ebay it	8
7	trifecta	5
8	www.games2win.com	7
9	google search engine	12


Crawl errors

HTTP	2
In Sitemaps	1
Not followed	0
Not found	136
Restricted by robots.txt	1
Timed out	0
Unreachable	0

Updated Jan 23, 2010

[More »](#)

Webmaster Central (Bing)

 Webmaster Center Make Bing your decision engine

www.seomoz.org

Site list

Related tools

Robots.txt validator

HTTP verifier

Keyword research tool

Webmaster resources

Forum

Blog

Help

Summary

Profile

Crawl Issues

Backlinks

Outbound Links

Keywords

Sitemaps

Site status ?

Last crawled: 1/22/2010

Indexed pages: 41,300

Domain score: ■■■■■■

Blocked: No

Top 5 pages

Web page	Page score	Language	Region	Last crawled	Blocked
SEO - Search Engine Optimization Read SEOmoz, Rank Better	■■■■■■	en	us	1/22/2010	No
SEO Blog SEOmoz Blog Featuring Search Engine Marketing News & Tips	■■■■■■	en	us	1/22/2010	No
SEOMoz Trifecta Tool — Domain, Blog and Page Strength Rolled Into ...	■■■■■■	en	us	1/22/2010	No
SEO Tools SEOmoz	■■■■■■	en	us	1/22/2010	No
SEOMoz Rank Tracker Tool - Track Google Rankings Automatically	■■■■■■	en	us	1/20/2010	No



Search Engine Guidelines

Google webmaster central

Webmaster Tools Help

[Help articles](#)

[Webmaster essentials](#)

[My site and Google](#)

[Using Webmaster Tools](#)

[Sitemaps](#)

[Help forum](#)

[Webmaster Guidelines](#)

[Webmaster checklist](#)

[Webmaster Central blog](#)

[About Google search results](#)

[Services and tools](#)

[Business solutions](#)

[Advertising](#)

[Google Help](#) > [Webmaster Tools Help](#) > [My site and Google](#) > [Site management](#) > Webmaster guidelines

Webmaster guidelines

[Print](#)

Following these guidelines will help Google find, index, and rank your site. Even if you choose not to implement any of these suggestions, we strongly encourage you to pay very close attention to the "Quality Guidelines," which outline some of the illicit practices that may lead to a site being removed entirely from the Google index or otherwise penalized. If a site has been penalized, it may no longer show up in results on Google.com or on any of Google's partner sites.

Design and content guidelines	Learn more...
Technical guidelines	Learn more...
Quality guidelines	Learn more...

When your site is ready:

- Submit it to Google at <http://www.google.com/addurl.html>.

www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35769



Building Accessible Sites



Title Tags



```
<title>SEO - Search Engine Optimization | Read SEOmoz, Rank Better</title>
```

[Advanced Search](#)
[Preferences](#)

Web

SEO - Search Engine Optimization | Read [SEOmoz](#), Rank Better  [Web Development](#) 

SEOmoz, a Seattle-based search engine optimization company, serves as a hub for search marketers worldwide, providing education, tools, resources and paid ...

www.seomoz.org/ - Jun 16, 2007 - [Similar pages](#) - [Note this](#)

[Page Strength SEO Tool](http://www.seomoz.org/page-strength) - www.seomoz.org/page-strength

[Tools](http://www.seomoz.org/tools) - www.seomoz.org/tools

[Blog](http://www.seomoz.org/blog) - www.seomoz.org/blog

[Articles](http://www.seomoz.org/articles) - www.seomoz.org/articles

[More results from www.seomoz.org »](#)





Meta Descriptions

```
<meta name="description" content="SEOMoz, a Seattle-based search engine optimization company, serves as a
```

[Advanced Search](#)
[Preferences](#)

Web

SEO - Search Engine Optimization | Read **SEOMoz**, Rank Better  [Web Development](#) 

SEOMoz, a Seattle-based search engine optimization company, serves as a hub for search marketers worldwide, providing education, tools, resources and paid ...

www.seomoz.org/ - Jun 16, 2007 - [Similar pages](#) - [Note this](#)

[Page Strength SEO Tool](#) - www.seomoz.org/page-strength





[Tools](#) - www.seomoz.org/tools

[Blog](#) - www.seomoz.org/blog

[Articles](#) - www.seomoz.org/articles

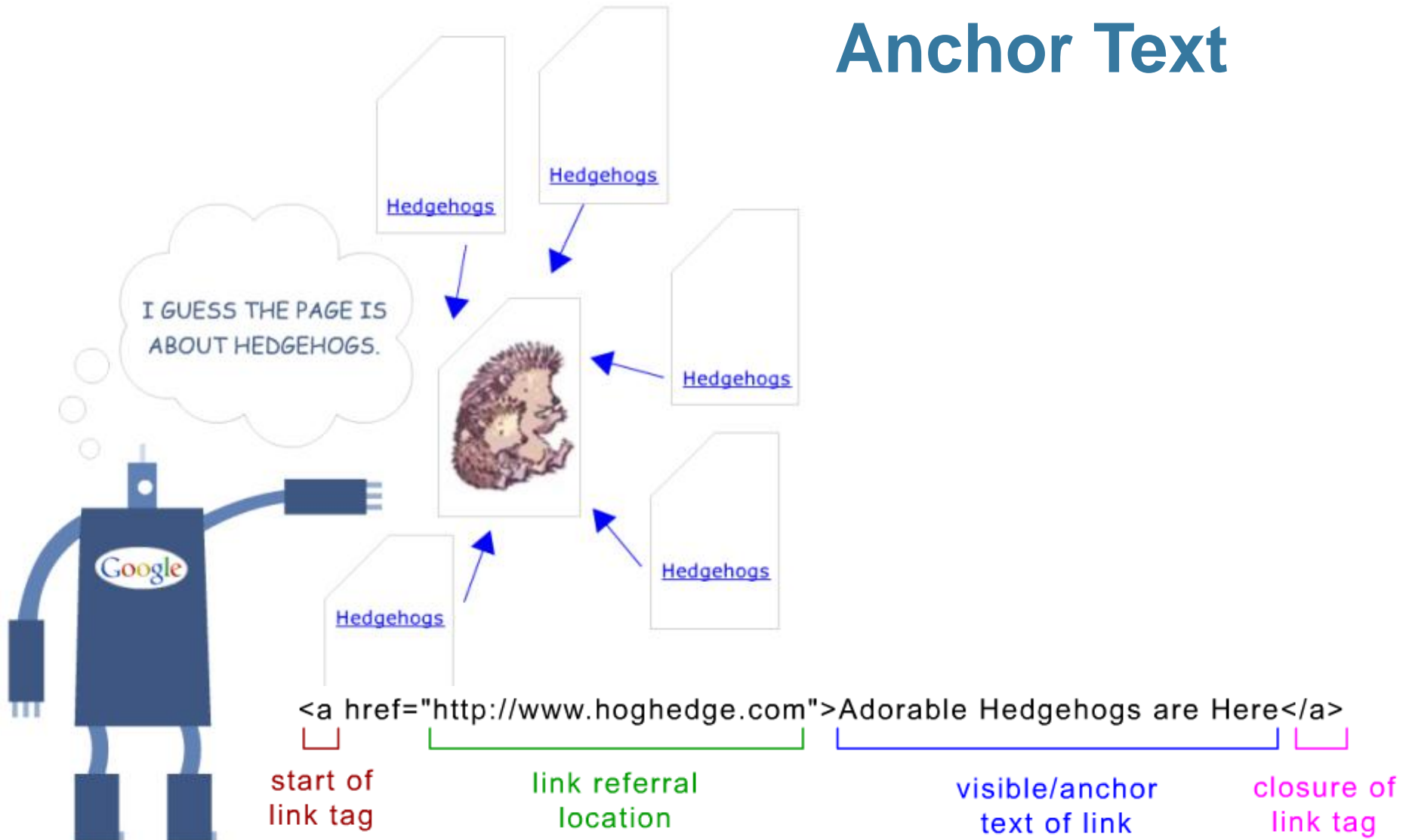
[More results from www.seomoz.org »](#)

Tag Length Recommendations

	Title Tag Max Display Length	Meta Description Max Display Length	URL Max Display Length
	66-69 Characters	156-158 Characters	75-92 Characters
	67-72 Characters	176-184 Characters	91-94 Characters
	64-65 Characters	164-190 Characters	65-80 Characters
	<65 Characters	<156 Characters	<65 Characters



Anchor Text





Page Copy

Search engine optimization

From Wikipedia, the free encyclopedia

"SEO" redirects here. For other uses, see SEO (disambiguation).

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a **web site** from **search engines** via "natural" ("organic" or "algorithmic") **search results**. Usually, the earlier a site is presented in the **search** results, or the higher it "ranks," the more searchers will visit that site. SEO can also target different kinds of **search**, including **image search**, **local search**, and industry-specific **vertical search** engines.

As a **marketing** strategy for increasing a site's relevancy, SEO considers how **search algorithms** work and what people **search** for. SEO efforts may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent **search engine** indexing programs from fully **spidering** a site. Other, more noticeable efforts may include adding unique **content** to a site, and making sure that the content is easily indexed by **search** engines and also appeals to human visitors.

The acronym "SEO" can also refer to "**search engine** optimizers," a term adopted by an industry of **consultants** who carry out **optimization** projects on behalf of clients, and by employees who perform SEO services in-house. **Search engine** optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the **HTML** source code of a site, SEO tactics may be incorporated into web site development and **design**. The term "**search engine** friendly" may be used to describe web site designs, **menus**, **content management systems** and **shopping carts** that are easy to optimize.

Your continued donations keep Wikipedia running!



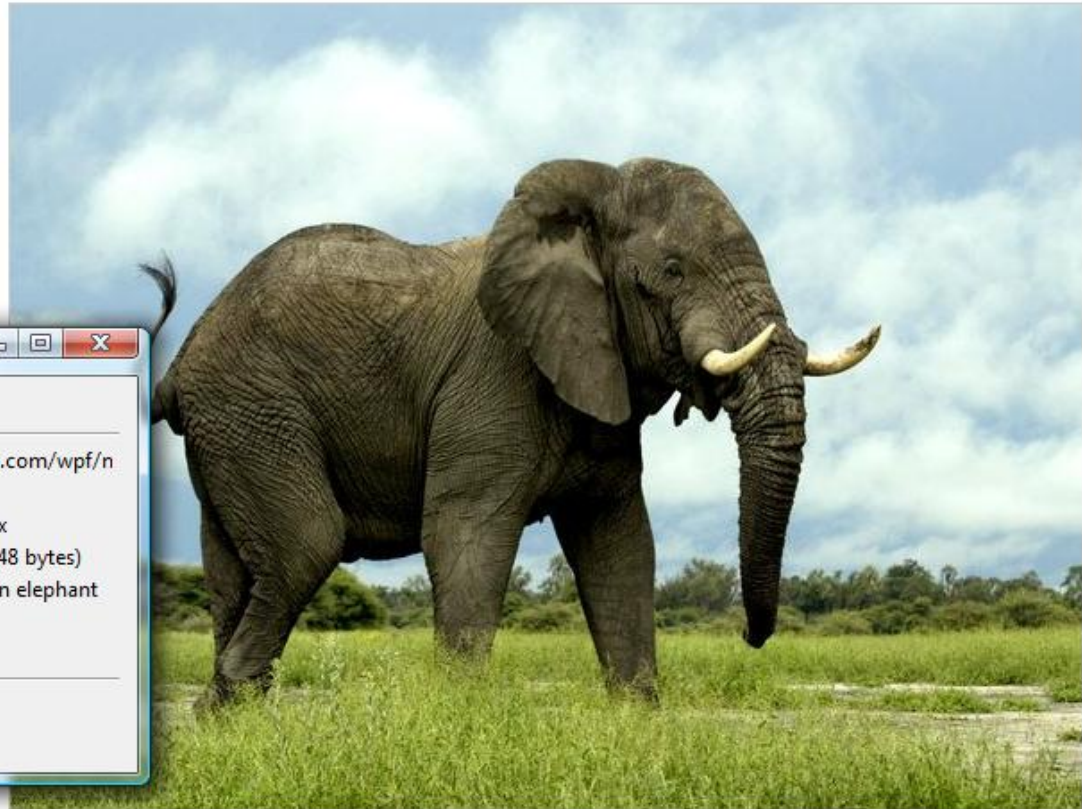
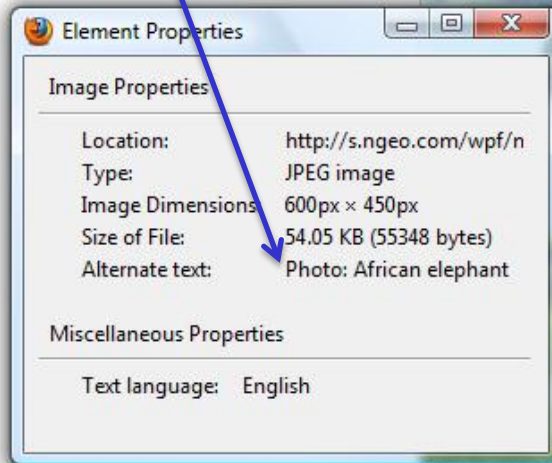
Structure of a typical **search** results page

Internet Marketing



Image Alt Attributes

Good keyword
usage in the alt tag



African elephants are the largest of Earth's land mammals. Their enormous ears help them to keep cool in the hot African climate.



Not So Important



Meta Keywords Tag

The screenshot shows the ESPN website layout. At the top, there are two promotional banners. The left banner asks "ARE YOUR GOLF EXPERIENCES NOT UP TO PAR? or ARE YOU A CARDMEMBER?" The right banner promotes golf travel and gear. Below these is the ESPN logo. To the right of the logo is a "LINKS FROM: ESPNEWS" section with three links. Further right is a search bar and a section titled "ESPN.com's Hottest Searches:" with links to "Sports Guy", "MLB ranks", "CWS", "US Open", "Spurs", and "Kobe". Below the logo is a navigation bar with links like "MyESPN", "Insider", "ESPN360.com", "Page 2", "SportsNation", "Blogs", "Video", "PodCenter", "Video Games", "Travel", "Contests", "Shop", and "En Español". At the bottom is a menu with links for "ESPN", "Fantasy", "NFL", "NBA", "MLB", "NHL", "ESPNU", "College FB", "Men's BB", "Women's BB", "NASCAR", "Autos", "Golf", "Soccer", "Tennis", "Boxing", "AFL", and "More +".

```
<meta name="keywords" CONTENT="ESPN.com, ESPN, ESPN2, ESPNews, ESPN Classic, ESPNU,
```



H1, H2, H(x) Tags



Source of: <http://nutsie.com/main> - Mozilla Firefox

```
<h1><a href="/"><span class="fir">nuTsie</span></a></h1>  
<div id="login">
```



Search Engine “Submission”



Submit your site to Bing

Generally our web crawler, MSNBot, can find most pages on the Internet. However if your site does not appear on Bing, you can send us the address (URL).

Type the characters from the picture

In the box below, type the characters that you see in the picture. This helps ensure that a person, not an automated program, is submitting the URL.



If you don't see the picture, make sure your browser is set to allow images. If you change the image setting, refresh this page to continue.

Characters:

Type the URL of your homepage

MSNBot follows links from your homepage to find other pages on your site.

Example: <http://www.example.com/>.



Keyword Research + Targeting



Determine Relative Volume Levels

Publisher	Google Search Volume
DC Comics (Batman, Superman, etc.)	400K / month (Top 10 Titles)
Marvel Comics (X-Men, Iron Man, etc.)	600K / month (Top 10 Titles)
Dark Horse Comics (Sin City, Hellboy, etc.)	250K / month (Top 6 Titles)



Identify High Value Keywords



batman graphic novels

Google Search

I'm Feeling Lucky

22%

16%

8.5%

3.1%

Browse Rate:
3+ Pages

Abandon
Session

Latent
Conversion

Direct
Conversion

Predict the Effort Required to Rank Well

Google [Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 36,500,000 for comic books

	Page Authority / Domain Authority	mozRank / PageRank	# of Links to URL / # of Linking RDs
Marvel: The Official Site Iron Man, Spider-Man, Hulk, X-Men ... Jan 8, 2010 ... BUY THE NEW ASTONISHING X-MEN MOTION COMIC ON ITUNES NOW! ... Whats your Favorite X-Book now and Why Comic Book Subscriptions ... + Show stock quote for MVL Marvel Universe - Comics - Digital Comics - Comics Catalog marvel.com/ - 19 hours ago - Cached - Similar	92 87	6.12 7	68,526 1,426
Comic Book Resources - Daily Comic Book News, Previews, Reviews ... Jan 9, 2010 ... News, reviews, columns, message board, and shopping. Marvel Comics Forums - CBR Forums - Previews www.comicbookresources.com/ - 40 minutes ago - Cached - Similar	98 87	6.2 6	164,409 2,260
Comic book - Wikipedia, the free encyclopedia A comic book (often shortened to simply comic and sometimes called a funny book, comic paper or comic magazine) is a magazine made up of narrative artwork, ... American comics - European comics - Japanese comics - See also en.wikipedia.org/wiki/Comic_book - Cached - Similar	74 97	5.18 6	4,201 350

High Authority Scores + Strong Link Metrics/Counts = Extremely Challenging



Choose the “Best” Words/Phrases to Target

Competition Level
(difficulty in achieving top rankings)



Search Volume
(quantity of queries per month)



Value of Visitor
(performs desired action/converts)





The Keyword Demand Landscape



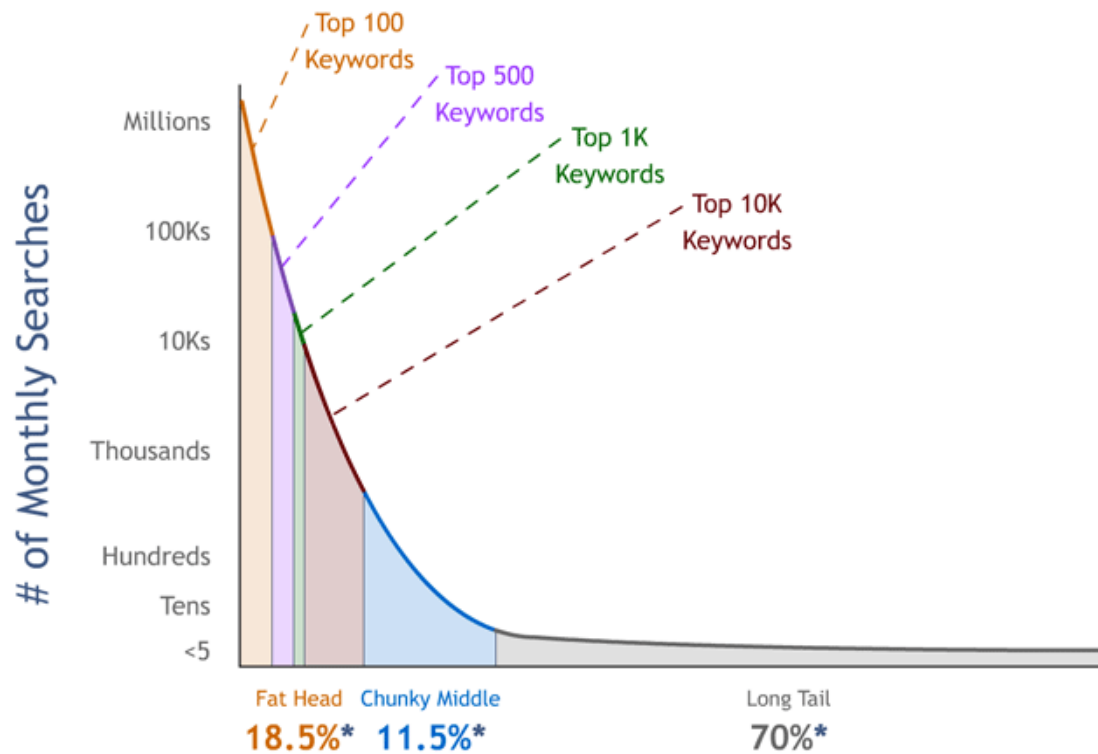
Quick brainstorming categorization

- High value/high traffic
- Niche/targeted keywords
- Branded keywords



The Long Tail of Keyword Demand

The Search Demand Curve



Data Source:
Experian
Hitwise

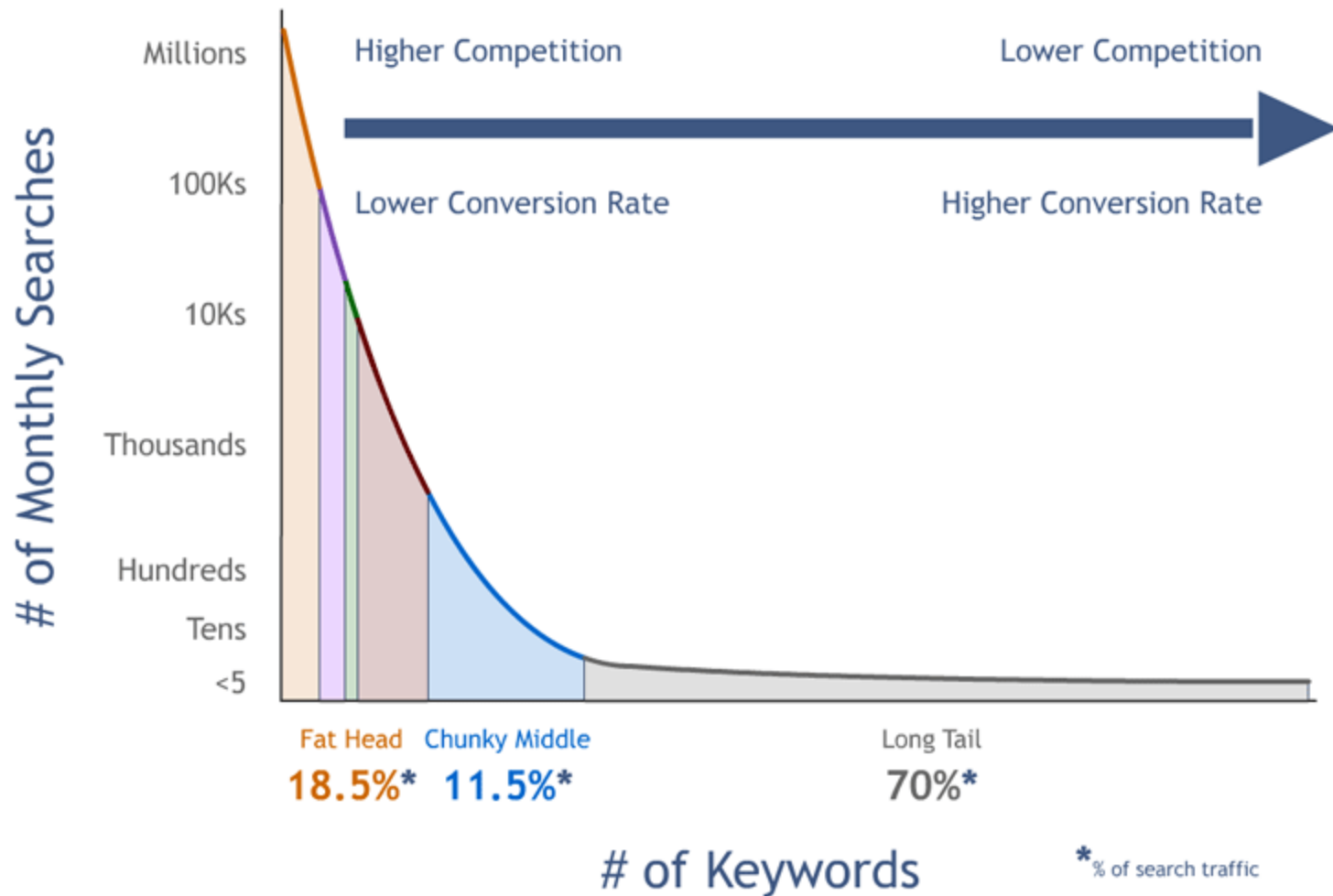


of Keywords

* % of search traffic

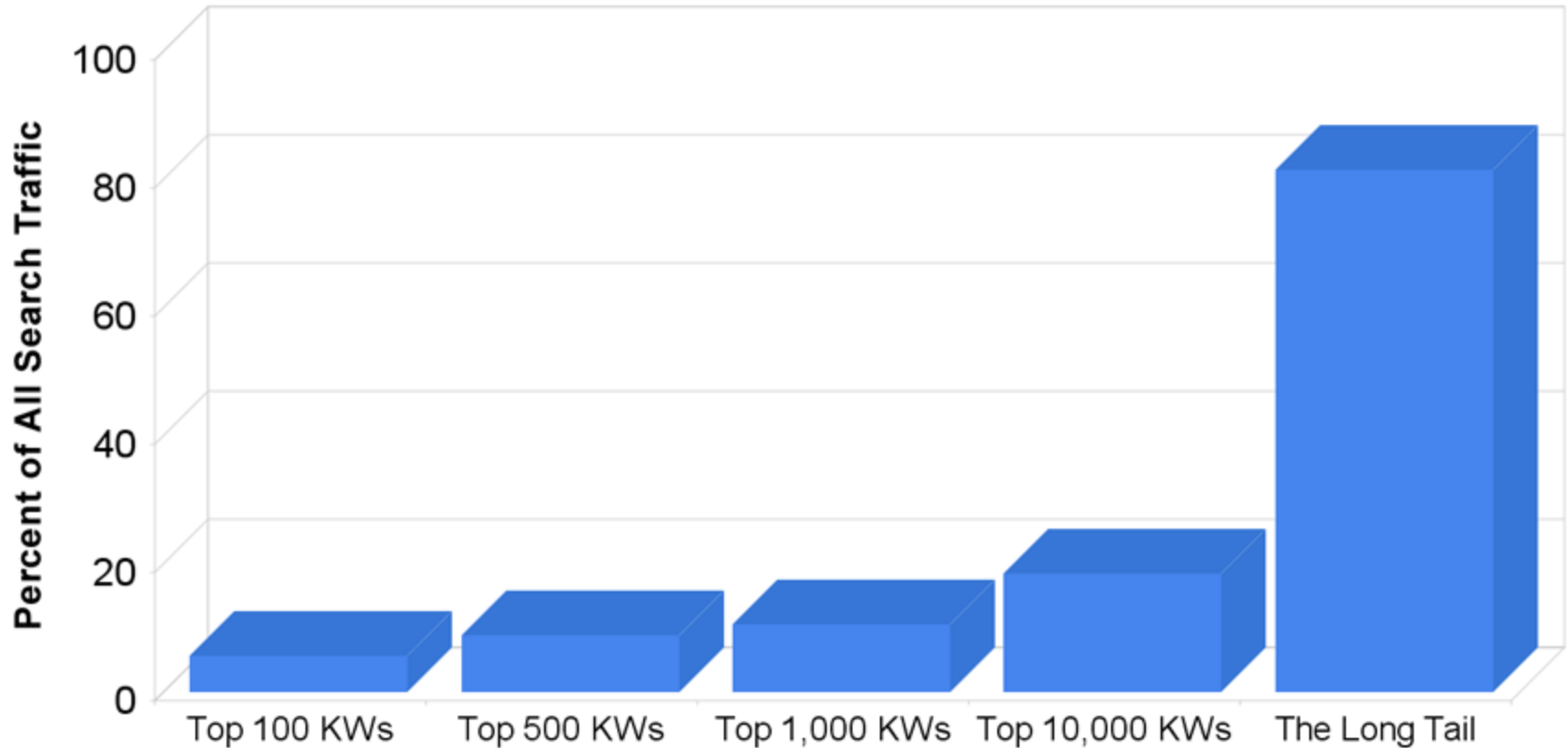


The Search Demand Curve





Popular Keywords vs. Long Tail Search Traffic

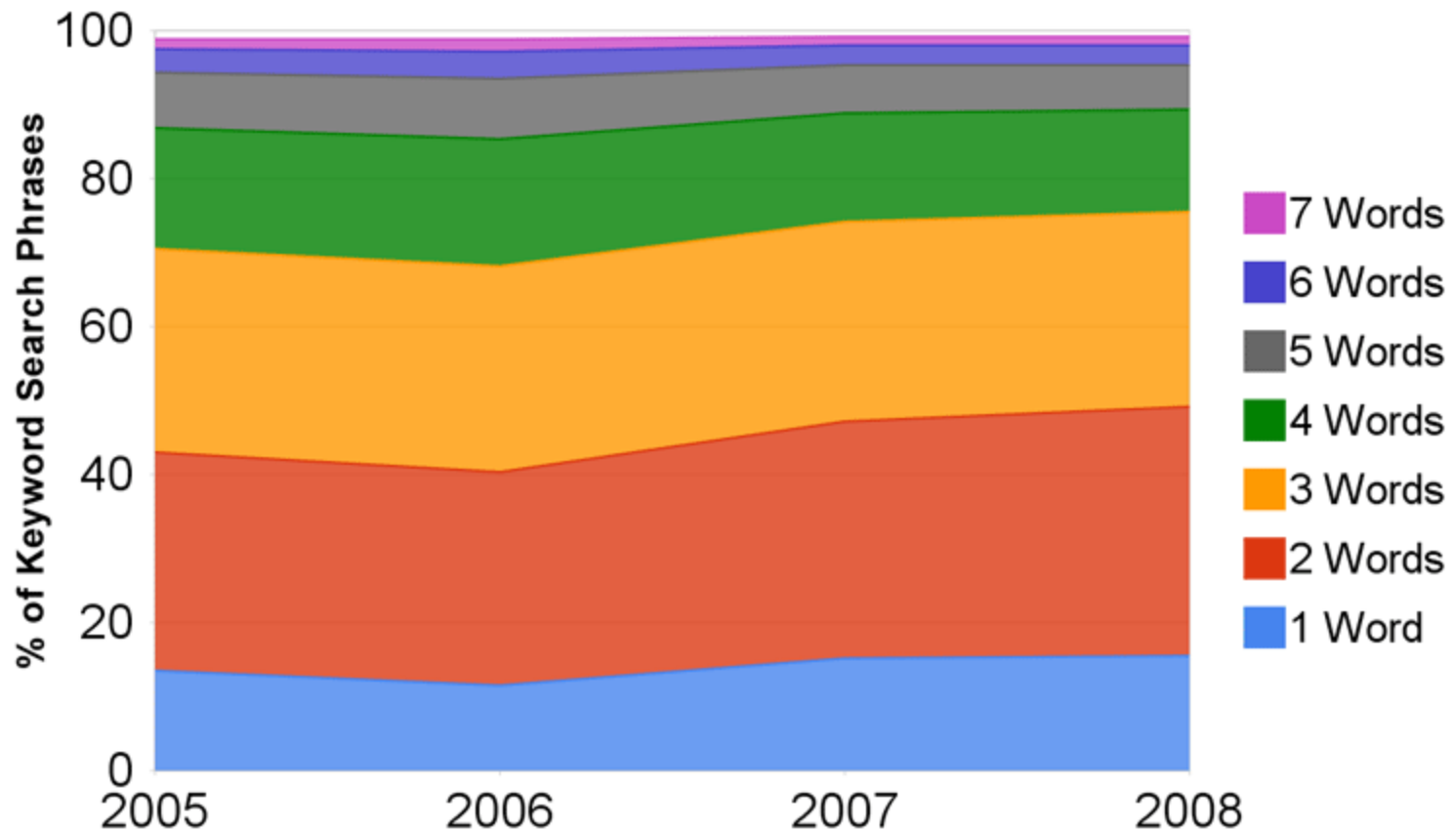


Data Source:





Keyword Phrase Length Over Time

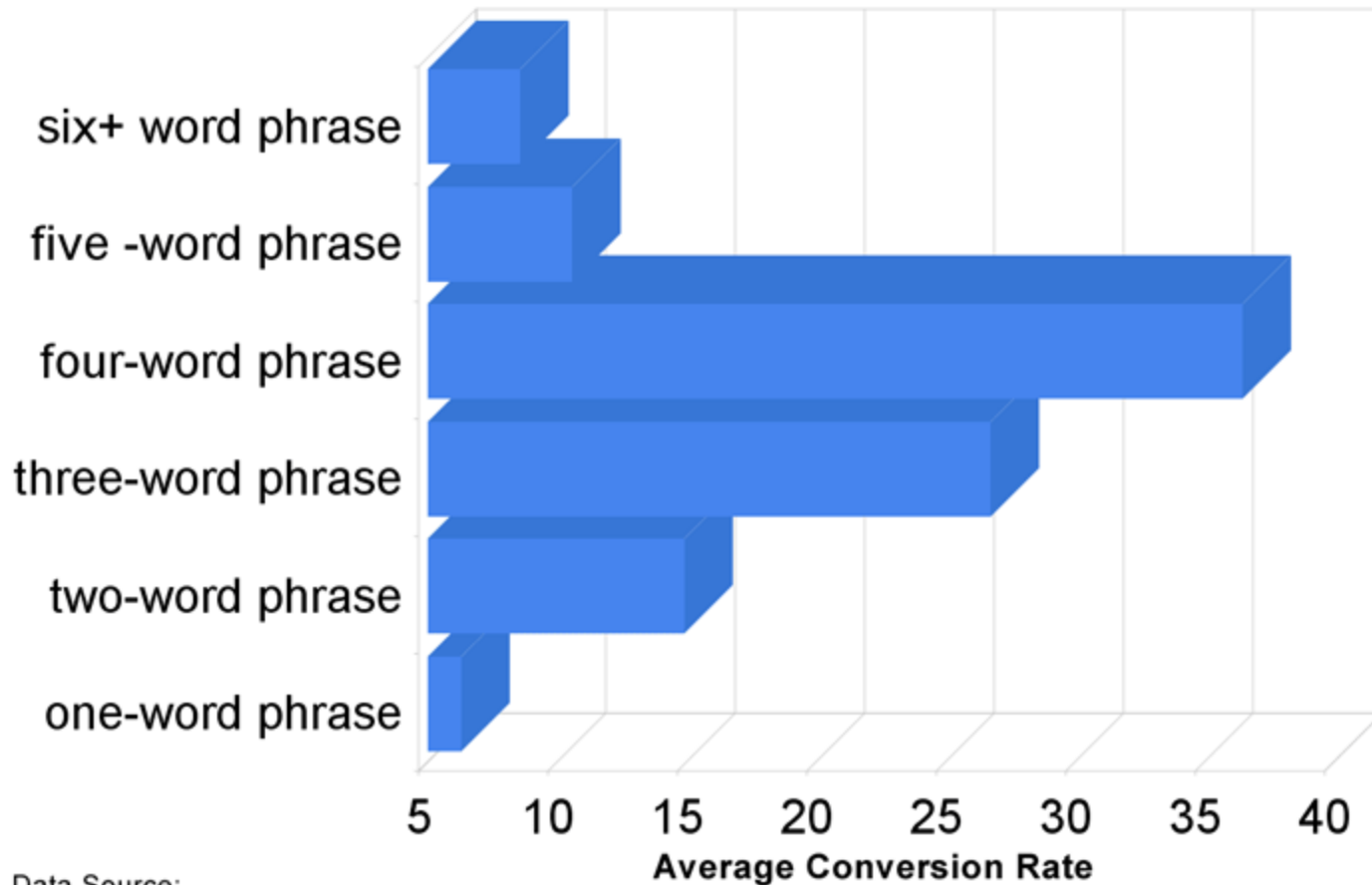


Data Source:
OneStat.com





Conversion Rate by KW Phrase Length



Data Source:



seomoz.org
The Web's Best SEO Resources

The SEO Pyramid

For optimal results, start with a strong base, and build your way up.





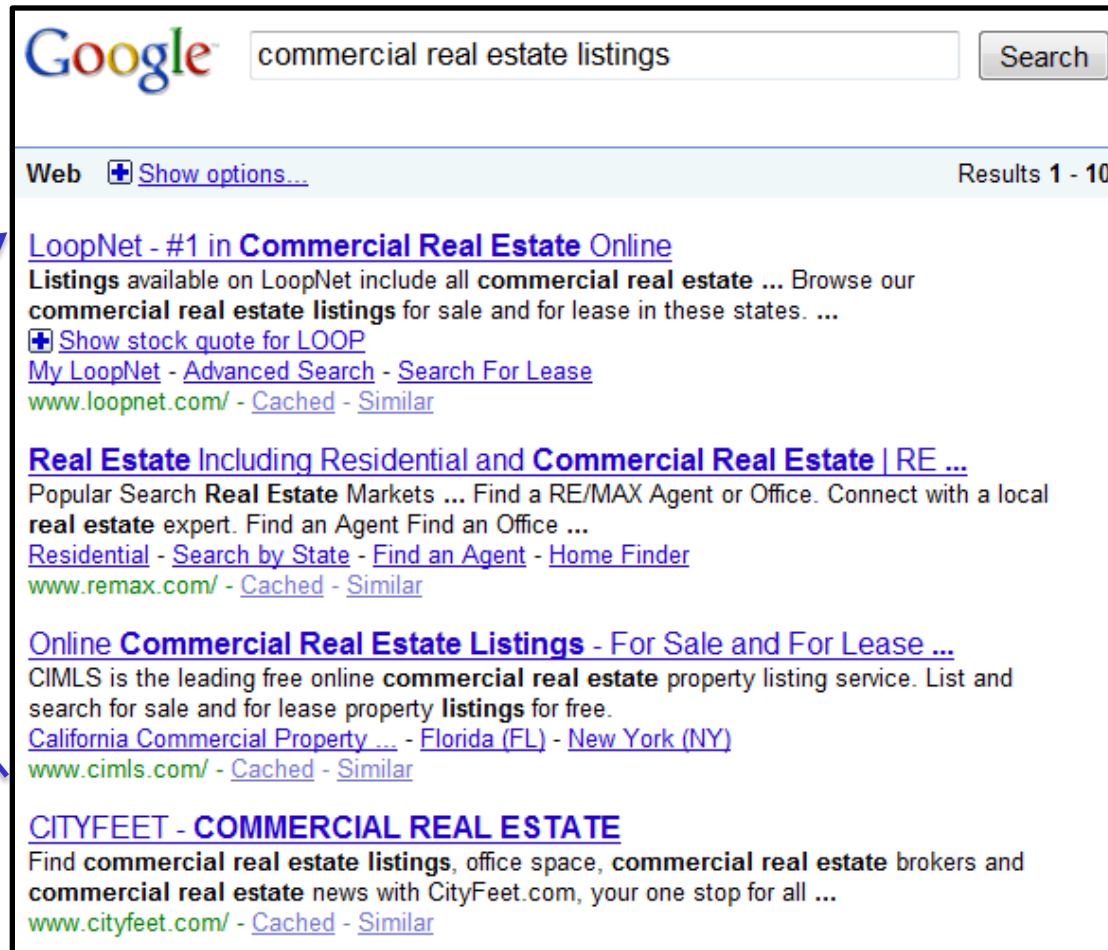
Link Building Strategies



What Goals Can Link Building Help Us Achieve?



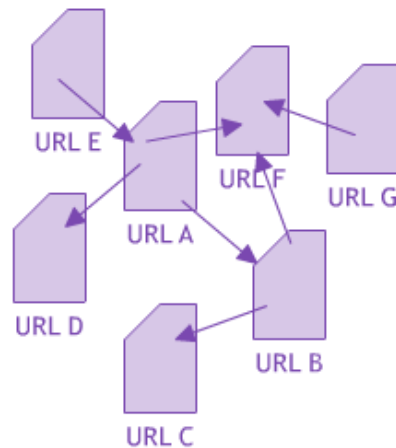
Bolster Individual Rankings



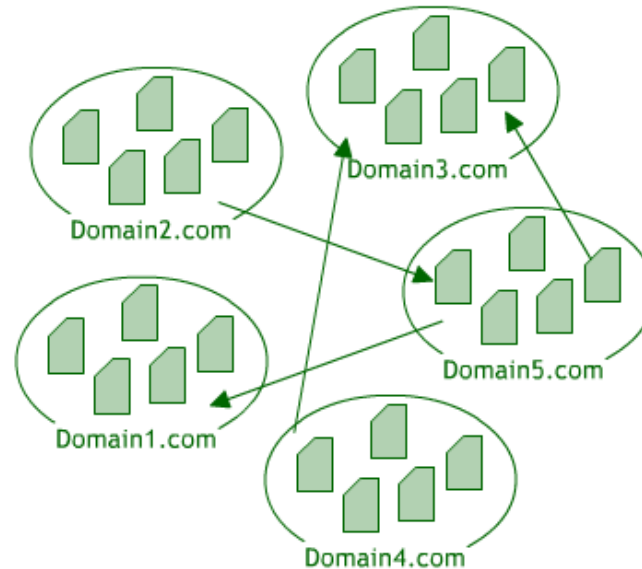


Improve a Domain's Ability to Rank Pages

Page vs. Domain-Level Link Graph



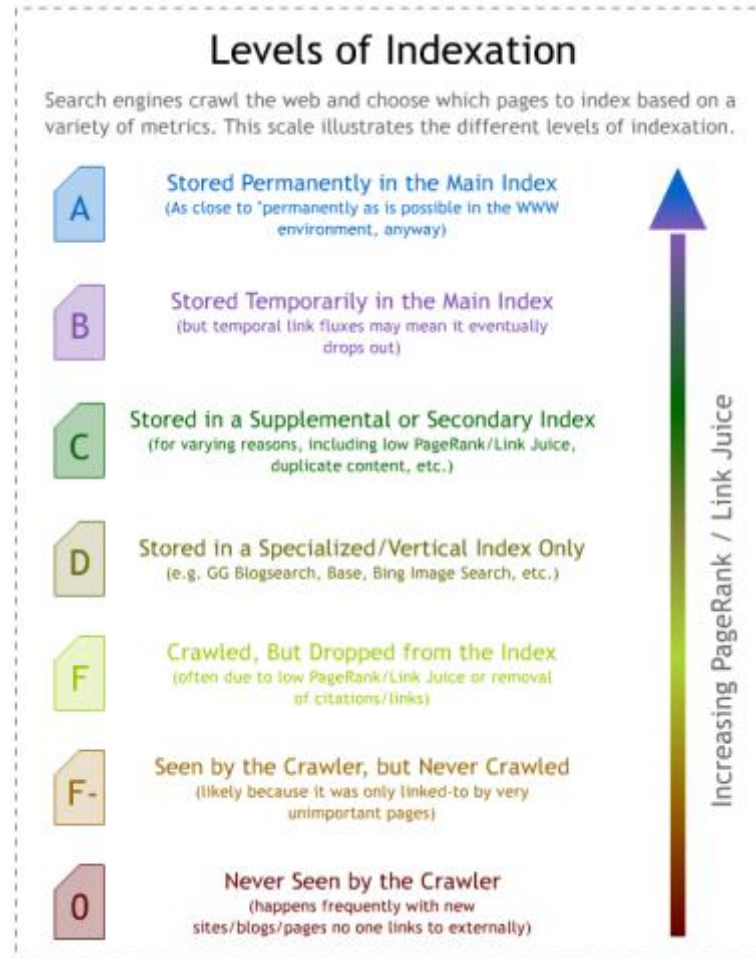
The page-level link graph counts links between individual URLs and values pages based on these links.



The domain-level link graph aggregates the links that exist on every page of a domain and considers only links that pass between unique sites to create domain-wide metrics.



Achieve More Complete Indexation



Drive Traffic & Branding Awareness




Google

Web [+ Show options...](#)

[Who are these Wurkin Stiffs?](#)
I immediately configured a make-shift **magnetic collar stay**. Yes, it was primitive. However, the basic idea was there and more importantly it worked. ...
www.wurkinstiffs.com/Resume.aspx - [Cached](#) - [Similar](#)

[MAGNETIC COLLAR STAYS | Magnet Collars Stay For Men Sharp-Dressed ...](#)
A Cure For The Collar Epidemic. **MAGNETIC COLLAR STAYS**. Can't keep it up? Your collar that is. It's time to invest in these ingenious collar stays that will ...
www.uncommongoods.com/collections/travel - [Cached](#) - [Similar](#)

[WurkinStiffs Magnetic Collar Stays](#)
 1 min 11 sec - Aug 23, 2007 - ★★★★★
Wurkin Stiffs **Magnetic Collar Stays**. Our high-tech alloy **stays** come with tiny magnets to not only hold your **collar** stiff and in place, but to also make ...
www.youtube.com/watch?v=Pj2cO64Kv2U - [Related videos](#)

[Wurkin Stiffs Magnetic Collar Stays | Uncrate](#)
Our latest secret for keeping a crisp and polished look are the Wurkin Stiffs **magnetic collar stays** (\$17). These polished stainless steel stays come with ...
www.uncrate.com/men/.../wurkin-stiffs-magnetic-collar-stays/ - [Cached](#) - [Similar](#)

[Amazon.com: Wurkin Stiffs Magnetic Collar Stays: Kitchen & Dining](#)
Wurkin Stiffs Magnetic Collar Power Stays 2.5"-Set of 3 pairs Stewart Stand ... Executive Wurkin Stiffs 2.5i Power Stays **Magnetic Collar Stays** in White ...
www.amazon.com > ... > [Accessory Boxes](#) - [Cached](#) - [Similar](#)



Send Converting Traffic



Image Credit: websiteoptimization.com



Tools for Competitive Link Research

- Yahoo! Site Explorer
- Open Site Explorer
- Majestic Site Explorer



Open Site Explorer

 Send Feedback



OPEN SITE EXPLORER

Link Popularity Checker + Backlink Analysis Tool

Enter any URL below to see up to 10,000 links + metrics, free

http://

Get Link Data

 [Add a URL to Compare](#)

Open Site Explorer is Powered by SEOmoz's Linkscape Web Index.

Linkscape's Index:

0.8 Trillion Links

1.5 Trillion URIs

Crawled in the Past 45 Days:

700 Billion Links

55 Billion URIs



Get the Most Complete Link Data Available.

Guest

Free

 PRO



Open Site Explorer

http://

Get Link Data

+ Add a URL to Compare

Page Authority

URL score combining all link metrics

82

Domain Authority

overall score for the root domain

97

Linking Root Domains

root domains w/ links to this URL

2,914

Total Links

followed, no followed & 301'ing pages

309,919

Highly Correlation w/ Rankings

Data updates monthly from the
Linkscape web index (approx. 60% the
size of Yahoo!/Google/Bing)



Open Site Explorer

Linking Page Title + URL	Anchor Text	Page Authority ▼	Domain Authority
US Newspapers - US Newspaper List www.usnpl.com/	MSN Money	86	82
BOURQUE NEWSWATCH - TOMORROW'S NEWS NOW 2009® www.bourque.org/	Money Central	85	67
John Mackey: The Whole Foods Alternative to ObamaCare - WSJ.com online.wsj.com/article/SB10001424052970204251404574342170072865070.html	[No Anchor Text]	82	95
BOURQUE NEWSWATCH - TOMORROW'S NEWS NOW 2009® www.bourque.com/	Money Central	82	56
Financial Armageddon www.financialarmageddon.com/	MSN Money	82	66
Business, IT, Finance & Risk Management Research Portals and Global K... www.brint.com/	MSN Money Latest Articles	81	83

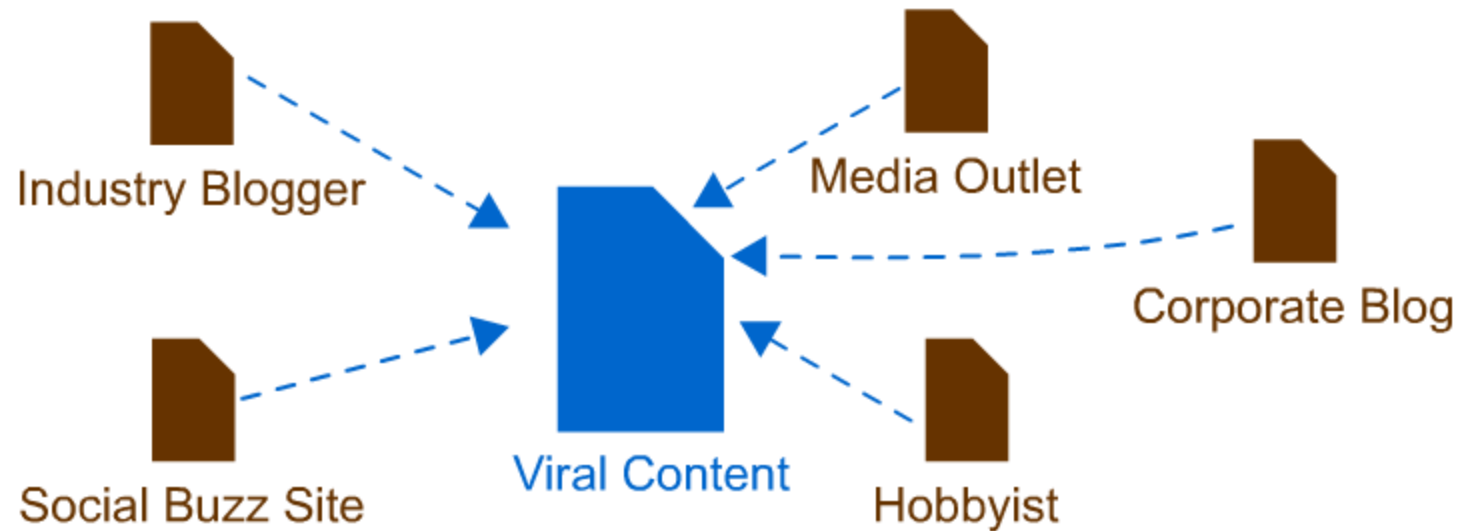
Poor Anchor Text Spells Opportunity



Social Media & the Web's Influencers

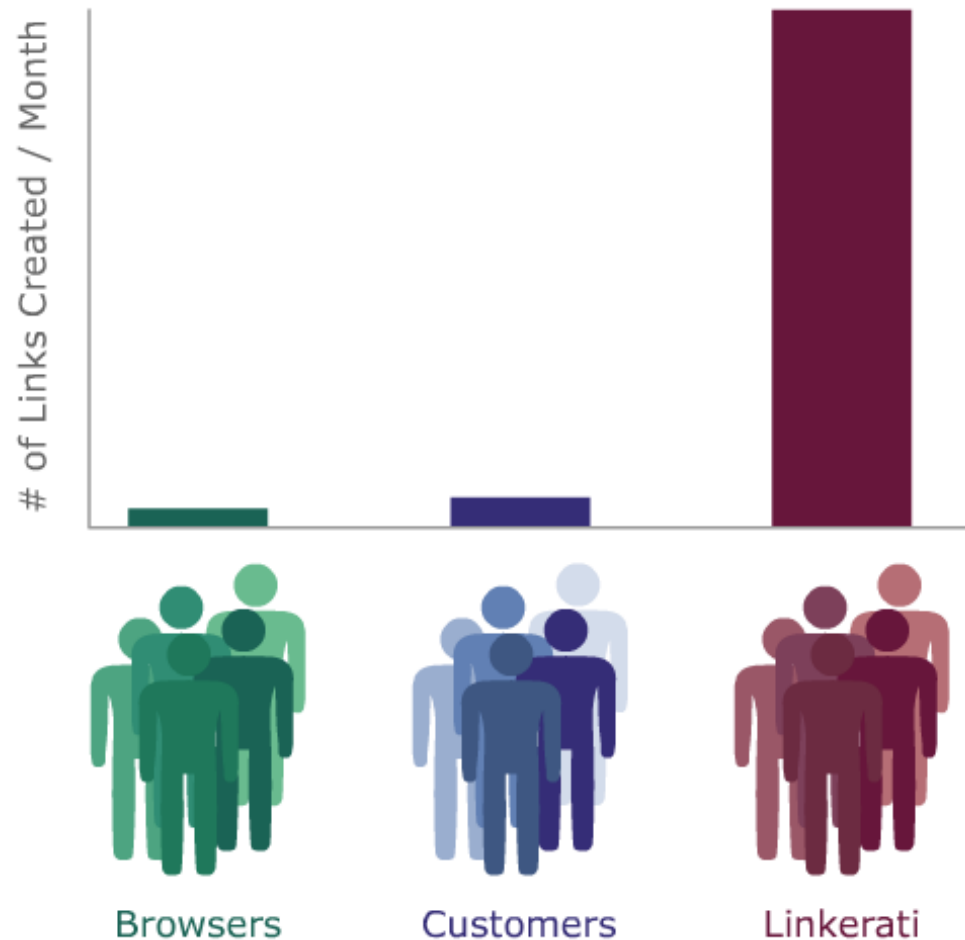


Influencers on the Web

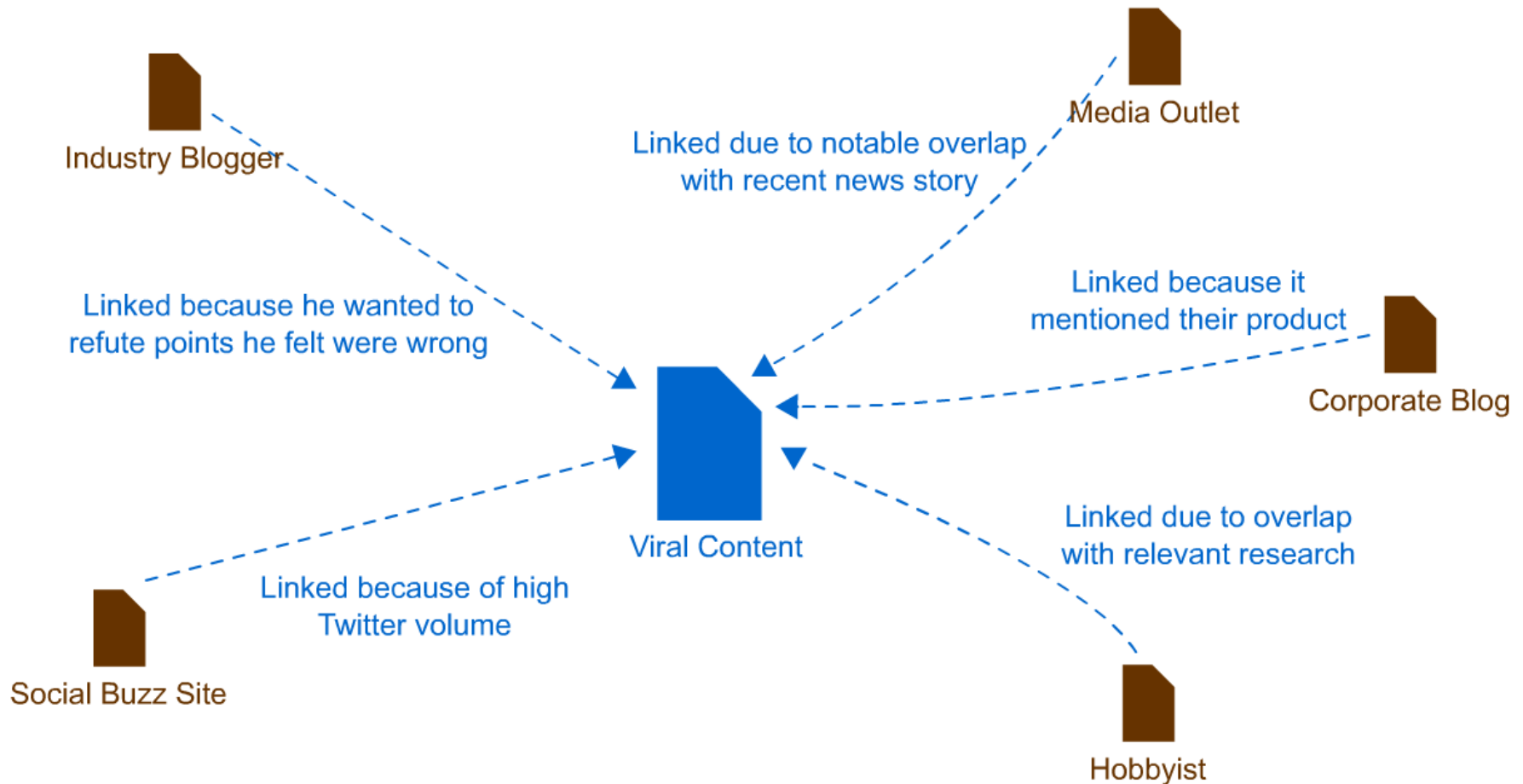


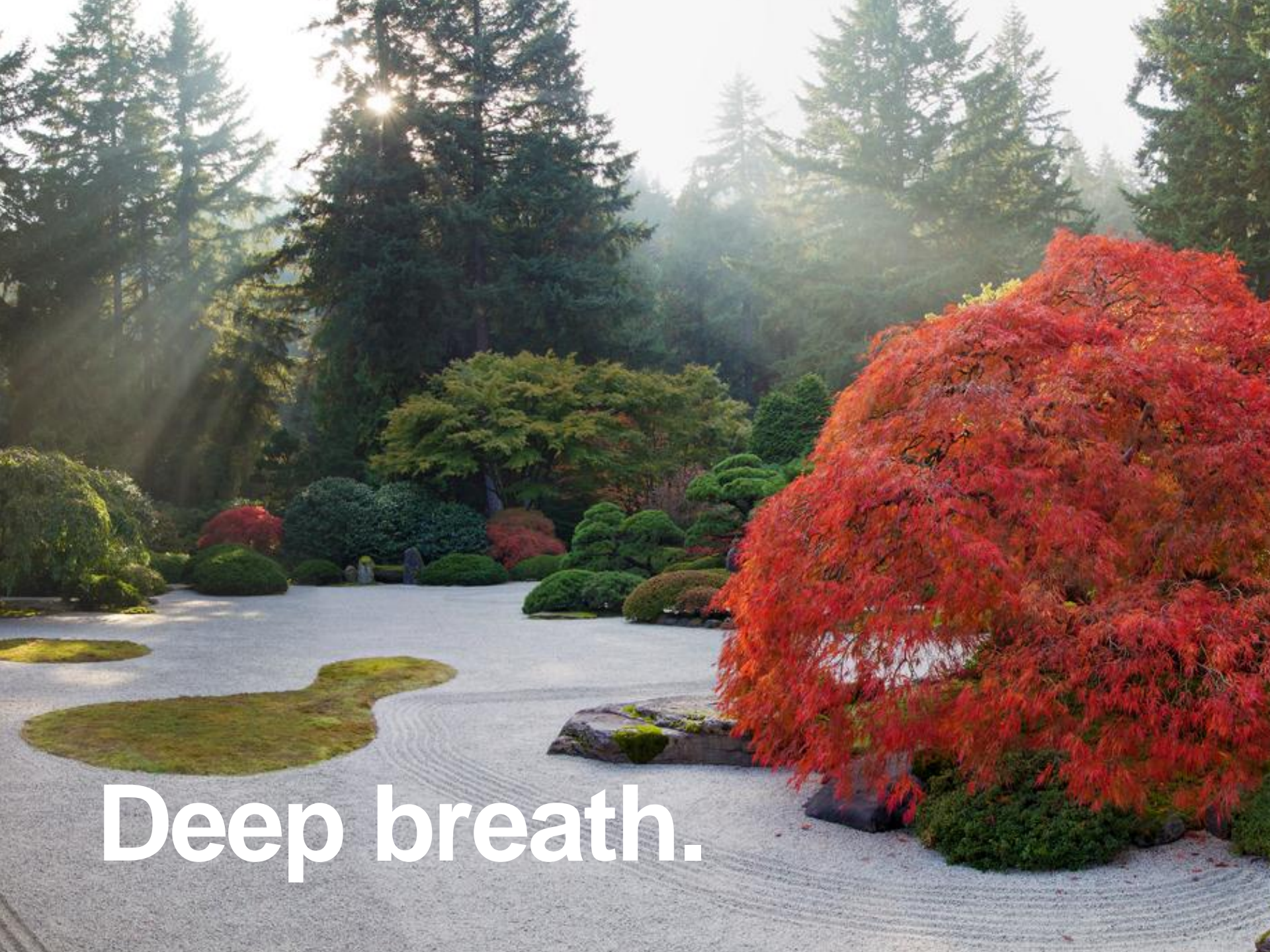


The Power of the “Linkerati”



Content that Appeals to Influencers





Deep breath.



Questions?
Feedback welcome.

jsteven@uw.edu